DOCUMENT RESUME

ED 291 412 IR 052 312

AUTHOR Browne, Mairead
TITLE Information Enterprises in Australia: A First Profile.
INSTITUTION Kuring - gai Coll. of Advanced Education, Lindfield (Australia).
REPORT NO ISBN-0-909177-52-X
PUB DATE 85
NOTE 124p.
PUB TYPE Reports - Descriptive (141) -- Reports - Research/Technical (143)

EDRS PRICE MF01 Plus Postage. PC Not Available from EDRS.
DESCRIPTORS Foreign Countries; Industry; *Information Centers; Information Scientists; *Information Services; *Information Sources; *Information Transfer; Models; Organizations (Groups); Surveys
IDENTIFIERS *Australia (New South Wales); Information Industry; Information Sector; *Private Sector

ABSTRACT

The major objectives of this study of the private sector segment of the information industry in New South Wales, Australia, were to identify and categorize the information enterprises, and to provide a basis for the development of a broad model of the information transfer process. A non-random survey of information organizations was made, and the printed materials provided by the organizations were analyzed. Profiles were made of each of the 80 responding organizations that fit the "information enterprise" definition, although the organizations are identified by fictitious names. Information enterprises were then categorized into two major groupings--information management enterprises and information service enterprises--and categorized in sub-groupings within the two major groupings. A table was developed to summarize the services provided by both types of enterprises, and a model of the information transfer process was developed to relate the information enterprises and their activities to the wider information transfer process. The model is also provided in diagram form, and a 44-item reference list is provided. Six appendixes contain background material, a copy of the letter to organizations requesting information for the study, a list of organizations arranged in categories, and a list of the names and addresses of organizations that participated in the study. (EW)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

X This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

ED291412

INFORMATION ENTERPRISES IN AUSTRALIA: A FIRST PROFILE

Mairéad Browne

IR052312

School of Library and Information Studies
Kuring-gai College of Advanced Education

1985

BEST COPY AVAILABLE

"PERMISSION TO REPRODUCE THIS MATERIAL IN MICROFICHE ONLY HAS BEEN GRANTED BY

Mairead Browne

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

INFORMATION ENTERPRISES IN AUSTRALIA:

A FIRST PROFILE

Mairéad Browne

School of Library and Information Studies

Kuring-gai College of Advanced Education

1985

Browne, Mairéad, 1942- .
Information enterprises in Australia.

Bibliography.
ISBN 0 909177 52 X.

1. Information services - Australia. I. Kuring-gai College of Advanced Education. School of Library and Information Studies. II. Title.

020'.994

© Copyright KCAE 1985

TABLE OF CONTENTS

		Page
	Foreword	7
	Acknowledgements	9
1.	Introduction	11
1.1	Aims of the Study	13
1.2	Limitations of the Study	13
1.3	Brief Review of the Literature. the Information Industry	14
1.4	Some Terms	16
2.	Methods Used in the Study	17
2.1	Developing the Framework of the Study	19
2.1.1	Private Sector, Public Sector, Voluntary Sector	19
2.1.2	Information Services, Information Centres, Information Enterprises	20
2.1.3	Information Service, Information Output, Information Transfer	21
2.2	Identifying Individual Information Enterprises for Inclusion in the Study	22
2.3	Contacting the Information Enterprises	25
2.4	Analysis of Responses	26
3.	Profiles of The Individual Information Enterprises	29
3.1	Introductory Notes	31
3.2	Notes on Information Provided in the Profiles	31
3.3	The Information Enterprises: Profiles	33

		Page
4.	The Information Enterprises: Categories and General Summaries	81
4.1	Introduction	83
4.2	Characteristics of Categories of Information Enterprises	84
	(a) Information Management Enterprises	84
	1. Community-based Information Management Enterprises	84
	2. Information Management Enterprises For-Profit	85
	(b) Information Services Enterprises	86
	1. Community Welfare Information Service Enterprises	87
	2. Special Interest Information Services Enterprises	88
	3. Information Service Enterprises Designed to Promote the Interests of an Organisation or Group	88
	4. Information Service to Enterprises Based on Information Brokerages	90
	(a) Resource Providers	90
	(i) Computer-based Resource Providers	91
	(ii) Print-based Resource Providers	91
	(b) Factfinders	92
4.3	Summary of Services Provided by Information Enterprises	93
5.	Information Enterprises and the Information Transfer Process	97
6.	Concluding Comments	103
7.	References	107
Appendices:		113
1.	Extract from Commission of Enquiry into the Efficiency and Administration of Hospitals: Selected Studies, December 1980 - McHarg, M. Issues of Public and Private in the Health Domain, pp. 7-11. Canberra, AGPS, 1981.	114
2.	Model of the Information Transfer Process by King and Associates from Telecommunications and Libraries: a Primer for Librarians and Information Managers by D.W. King et al, White Plains, N.Y., Knowledge Industry Publications, 1981, p. 8.	121

Page

3. Draft Model of the Information Transfer Process Incorporating Work by King et al. 122

4. Letter Mailed to Information Enterprises 123

5. Names of Individual Information Enterprises in Relation to Categories of Information Enterprise 124

6. Lists of Information Organisations. 127

Table

Summary of Services Provided by Information Management Enterprises (IME) and Information Service Enterprises (ISE) with Frequency of Occurrance 94

Figure

Role of Information Enterprises in the Information Transfer Process 101

FOREWORD

The major objective of this study was to carry out exploratory work on a segment of the information industry in Australia, with particular reference to information services provided by what is colloquially called the private sector.

The study was based on a non-random survey of information organisations and involved analysis of the literature in the area and printed materials describing the services provided by individual organisations. This provided a basis for identification of a range of what were termed 'information enterprises'. The information enterprises were categorised by broad type and general descriptive summaries compiled. In addition the summary data were used as a basis for the development of a broad model of the information transfer process which accommodated the role in information transfer at a societal level played by the information enterprises studied.

ACKNOWLEDGEMENTS

I wish to acknowledge the assistance of the many information service providers with whom I was in contact during this study of the Australian information industry. Their willingness to supply information and answer my questions made my contact with them both pleasant and rewarding.

Also, I wish to thank Kuring-gai College of Advanced Education which funded the study and my colleagues in the School of Library and Information Studies and the Department of Information Studies who made it possible for me to take leave to complete the project.

Assistance during the survey came from Helen Gilkes and Julie Lovett. Crystal Condous of John Fairfax Ltd., and Hal Colebatch of Kuring-gai College of Advanced Education helped, if not to resolve, then at least to identify and clarify some of the more intractable problems in developing a conceptual framework for analysing information organisations in Australia.

Mairéad Browne, Principal Lecturer in
Library and Information Science
Kuring-gai College of Advanced
Education

1: INTRODUCTION

1.1 Aims of the Study

In both the general media and specialist literature, there is an acceptance that Australia, in common with other developed countries, has an information industry, and that that industry is growing apace. The concept of what that information industry is or encompasses however seems to vary according to the observer's background and experience, as there has been no systematic study of the area as a whole in Australia. This study aimed to fill the gap in regard to some segments of the information industry, and to provide a base-line for further study.

The study emphasized that part of the information industry which is located in what is colloquially called the private sector, since what are termed the public and voluntary sectors are relatively well-documented. Within the private sector it dealt primarily with those organisations which are accessible to the general public and are concerned with the provision of responses to specific questions generated by individual enquirers or provision of information on a regular basis in relation to general information needs nominated by an individual.

The specific aims of the study were:

1. To provide a base-line for further detailed study of the information industry in Australia.

2. To identify the variety of information organisations in the private sector.

3. To develop, on the basis of an analysis of a range of individual information organisations, a broad categorization of information organisations in the private sector.

4. To summarize characteristics of the various categories of information organisations identified with an emphasis on services provided.

5. To develop a model of the information transfer process to accommodate the roles played in the transfer process at a broad societal level by the information organisations studied.

1.2 Limitations of the Study

(i) The study aimed to cover the Australian situation as a whole, but for practical reasons there was concentration on New South Wales. Information on enterprises in that State was more readily available to the researcher, and at the same time follow-up was easier and less expensive than with other states. There is no reason however to believe that the situation in New South Wales as a whole is different to other states to the extent that concentration on it might have skewed the conclusions drawn.

(ii) There was at no stage an intention of compiling a directory of information enterprises. Readers should be aware that the

individual profiles of information enterprises included in the report were derived from interpretation of general printed material and information conveyed by phone to the researcher. The profiles are therefore selective in their coverage of the many facets of individual enterprises and relate to the purpose of the study. They do not claim to give a comprehensive coverage of all aspects of the individual enterprises studied.

(iii) The study was not based on a random sample of organisations. Therefore generalisations to situations other than that described should be made with caution.

1.3 Brief Review of the Literature: The Information Industry

While no evidence of a study along the lines of the present study was traced, a significant literature relevant to the area exists. The highlights of this literature are indicated below.

A number of works have examined the role of information in society in the broadest sense, arguing that there is a shift taking place from an industrial to a predominantly service or information industry. Machlup's seminal work (1962) and that of Porat (1977) dealt with the U.S. scene, and the themes of these works was taken up by Jones (1982), Lane (1983), writing about the Australian situation. Anderson (1983) in an article on private sector information services in Australia summarized developments in provision of on-line services and information brokerages up to that time based in the main on general published material.

Another series of writings deals with the people who work in the information industry. A landmark study is that of Debons et al (1981) which examined the national situation in the U.S. with regard to types and numbers of information professionals employed. More narrowly-based surveys examining sub-groupings of information professionals such as librarians, information scientists, include studies by Slater (1984); Moore and Kempson (1985); King et al (1980); Sewell (1978); Levitan (1982).

In Australia there is a substantial literature on librarians (e.g. Willard, 1983; McMahon, 1967) and in recent years some beginnings at least in the task of identifying the broader range of information worker. McKinnon (1983) drew together information on educational courses available in Australia or what they considered information-related courses of study. Schauder (1984) with an interest in the Victorian situation, analysed job advertisements using the categories of information worker identified by Debons (1981) and described the nature of the work carried out by some information professionals. Bourne et al analysed the labour supply and demand in Australian libraries and information services (1982). These studies provide a basis for the identification of the range of information professionals in Australia.

The problems of identifying the full range of information professionals in Australia in any systematic way were highlighted in a paper by Lansley and Cree (1984). They concluded that identification of what are described

colloquially as 'information scientists' would be extremely difficult owing to a lack of agreed definition, and the variety of job titles and occupations which makes such workers difficult to locate.

A third category of writing of interest in the present context is that dealing with information services as such. In the field of librarianship in Australia many surveys of services exist (e.g. Browne and Juchau, 1978, Bryan and Horacek, 1983). Emerging sub-fields of information service are also being documented. For example Broadbent and Kelson, 1984 examined the information brokerage field in Victoria. Several works have covered the information and referral field overseas e.g. National Consumer Council (1983); Borrie (1982); Kahn (1966). For Australia, the situation has been described in several sources, including Bunch (1982) and Begg et al (1985) which focus on voluntary and public sector community information services.

Also in the category of document dealing directly with information services are various directories. Several Australian directories list sources of information and services e.g. Byrne's Directory of On-line Search Services (1984) and the annual list of community aid and information services published by the Local Community Services Association. However, the scope of these directories is relatively narrow and they do not by their nature provide any generalisations about the information industry in Australia.

With regard to conceptual frameworks for the analysis of information services, there are several types of writing which provide a basis for such a framework and in some cases actu[illegible] frameworks. The most useful for the present study are those which describe the functions and services of particular types of information agency. For example, Kahn's analysis of community information and referral activities (1966), Borrie's analysis of advice bureaux in the U.K. (1982) and King's work (1981) proposing a model of information transfer processes. Also of some value are the frameworks embedded in textbooks for practitioners and students, e.g. Sinclair (1980); Saracevic and Wood (1981); Browne (1984); Anthony (1982); Weisman (1972) and Atherton (1977). However, all of these frameworks tend to be narrow in their focus, and/or have not been derived from a systematic observation of information service. The present study aims, using these frameworks as a basis, to examine the practices in information services, and develop a framework which has validity for a more broadly-based Australian situation.

In conclusion it may be said that while there is a substantial literature on information services and related areas the literature on the information industry does not provide a systematic overview of the range of information organisations in the 'private' sector in Australia. Nor has a framework for the analysis of services provided by individual information organisations which has been developed with reference to the 'private' sector, and which would have application to the Australian situation.

1.4 Some Terms

A. **Information User** = any person, organisation or group which uses information

B. **Information Organisation** = an organisation (or organisational arrangement) which has the primary aim of providing information directly or through other organisations to information users. Examples of information organisations are libraries, information enterprises, bibliographic networks.

C. **Information Enterprise** = an organisation (or organisational arrangement) which is more responsive to market forces than political constraints, and which has a primary aim of providing information directly or through other organisations to information users.

D. **Information Resources** = a physical recording, arrangement and presentation of information in any format e.g. computer data base, slide, film, book research report.

E. **Information Packages** = a rearrangement of information contained in information resources and which is tailored to the requirements of a specific information user or user group e.g. state-of-the-art reviews, displays, compilation of press clippings.

F. **Information Collection** = a collection of information resources and/or information packages in any format or mixture of formats.

G. **Information Service** = those outputs of information enterprises designed to fill the information needs of users and potential users.

2: METHODS USED IN THE STUDY

2.1 Developing the Framework of the Study

The research method chosen for the study was the survey, but as the present study focused on an area not previously examined in detail in Australia, it was necessary to carry out, during the study itself, a process of exploration and testing of tentative conceptual frameworks. The process of development of the concepts and the operational definitions for the study, is described below, interspersed with detail of data collection and analysis techniques used. This material is included for the benefit of future researchers in the area, but also to clarify for the general reader the concepts and approaches on which the study was based.

2.1.1 Private Sector, Public Sector, Voluntary Sector

The focus of the study was to be the private sector as colloquially described and in planning for the study, it was not anticipated that there would be any difficulty in distinguishing private and non-private sector organisations as such. However, when the task of developing criteria which would allow identification of information services as public, private, or voluntary was begun a world of complexity was revealed. Reference to the literature confirmed that "the sharp public/private dichotomy often found in the rhetoric is considerably more fuzzy in reality" (Greycar, 1982). Australian and overseas research shows for example that the extent of government funding in large non-government welfare organisations is as high as 84%, a trend also noted overseas (Greycar, 1982, p. 18). While Greycar was writing about the welfare field a brief examination in the early phase of the study of some of the organisations identified as potential participants for the study suggested that similar problems of categorisation of organisations as public, private or voluntary existed in the information area also, owing particularly to the complexity of the funding base of various information organisations.

Reference to the Selected Studies, (Dec. 1980) of the Jamison Commission of Enquiry into the Efficiency and Administration of Hospitals, threw up some possible solutions to the problem of distinguished voluntary public and private sectors and establishing a basis for the selection of information organisations for study. An article by McHarg used dictionary definitions and defined 'private' as belonging to or the property of an individual; the term 'public' was defined as referring to activities undertaken on behalf of the community, shared by all members of the community or directed to the promotion of general welfare. However, McHarg pointed up the limitations of these definitions for the health field, limitations which were obvious also for the information industry when a brief overview of the field was undertaken to test the usefulness of the concept for the study in hand.

McHarg's second approach based on the idea that the health field should distinguish between an 'agency' and an 'enterprise' was then examined. In McHarg's view an agency such as a recognised hospital, is paid for by the community whether or not there is a demand for services provided and they tend not to go out of business. On the other hand an enterprise such as a private hospital tends to be more responsive to market forces than to political constraints and if there is no demand for a particular service, it is unlikely to be supplied. The result is that community and private

hospitals can, unlike the recognised hospital, go out of business (McHarg, 1980, p. 7). McHarg's distinction between agency and enterprise was found useful for the context of the study and was adopted. The study therefore was focused on organisations or organisational arrangements which could be categorised as enterprises and the focus on the private sector per se abandoned. (See Appendix 1 for further detail of McHarg's argument). Criteria used to distinguish enterprises in the information field are detailed elsewhere in this report.

In retrospect, the researcher is of the view, that the initial focus of the study on the popular notion of the private sector, may have slightly skewed the overall picture of the information organisations and services which emerged. Some services based in the so-called public and voluntary sectors were added to the list of organisations being examined in the course of the study, where they were found to meet the criteria for description as enterprises. There might have been a different result had the concept of 'enterprise' been developed and applied at the onset. However, the amount of skewing is considered to be not very significant and to relate more to numbers of organisations in categories than to the categories of enterprises established in the course of the study.

2.1.2 Information Service, Information Centres, Information Enterprises

Just as 'information' has eluded satisfactory definition in the literature, so too have the terms 'information service' and 'information services'. For the present study it was necessary to develop a term and definition which would refer at a macro level to organisations providing information, i.e. a term and definition which would account for the organisation as a whole as the term 'information centre' or 'library' does. The term 'information enterprise' was therefore adopted for description at the macro level since it incorporated within it both the concept of enterprise and at the same time indicated that the organisation was engaged in information provision.

While this notion of the 'information enterprise' was satisfactory at a conceptual level, it was of course necessary to develop a method of application of the ideas inherent in the term to allow identification of actual examples of information enterprises in Australia. In addition there was a need to narrow the focus from information enterprises in general to a range of enterprises which would be manageable within the context of the limited scale of the study being undertaken.

The decision was taken therefore to limit the focus of the study in the first instance to those organisations which provide responses to enquiries generated by the general public either directly or through other information organisations. This decision was later amended to include enterprises primarily concerned with supplying information on a regular basis in relation to a general information need nominated by a person or organisation.

A range of indicators of enterprise was then developed to allow identification of specific information enterprises which might be included in the study. The indicators were:

1. commitment to promotion of information services at identifiable cost to the organisation e.g. advertising in the Yellow Pages, production of glossy brochures.

2. evidence that the existence of the organisation depended on level of use i.e. funding was not assured in the short or medium-term.

3. evidence that the organistion or organisational arrangement was operating on a for-profit basis.

OR

evidence that the organisation was run by or involved significant numbers of volunteers.

4. evidence in the case of information organisations based unambiguously in the public sector (e.g. government department, tertiary education institution) of initiative in the provision of information beyond statutory requirements.

None of the indicators on its own was found to be satisfactory or sufficiently discriminating so that finally, an amalgam of the indicators and in some cases a dash of judgement based on personal knowledge of the organisations and the orientation and approach of information supplied had to be used in deciding whether or not an individual organisation qualified as an information enterprise.

2.1.3 Information Service, Information Outputs, Information Transfer

The aims of the study required that a model of the information transfer process be developed which would accommodate and describe the role in information transfer played at a broad societal level by the information organisations studied. As a basis for this model, it was decided to seek in the literature a model which could be used during the analysis of responses from individual organisations, and which at the same time would provide a framework and parameters for the description of services provided.

As indicated in the literature review above (Section 1.3) there was a number of frameworks and models for the analysis of individual services available. The Kahn model was assessed as useful although limited to the community information and referral field (1966). Some ideas were gained from textbooks such as Atherton's and work by Saracevic and Wood (1981), Debons et al (1981), and Lunin (1982), were also helpful in this context. The most useful framework however was that of King (Appendix 2).

Using the King model and the literature referred to, a draft model was developed (Appendix 3) for use as a framework for the analysis of the data about services provided by the individual enterprises selected for inclusion in the study. The process of the analysis and subsequent revision of the model to accommodate the role in information transfer played by the enterprises studied is described below (Section 2.4).

2.2 Identification of Individual Enterprises for Inclusion in the Study

Developing a list of potential participants in the survey involved extensive detective work, as there was no comprehensive list of information organisations in Australia available.

The researcher sought to develop a list which would be:

- comprehensive in terms of information enterprises in the 'private' sector based on the assumption that many if not most information enterprises would be located in this sector, regardless of the problems of precise definition of 'private'.

- selective in terms of the information enterprises in the public and voluntary sector, given the extensive documentation of services in those areas (see the literature review in Section 1.3).

In checking the range of sources of information expected to give names of information enterprises, application of criteria to sift out enterprises from non-enterprises was not possible, since the only information available in most cases was simply the name and address of an organisation. Hence the list developed for the study included many organisations which were subsequently eliminated from consideration when full data about them were obtained.

The sources checked are indicated below with an indication of their usefulness as sources for the purposes of the study:

- **Yellow Pages** current at November 1984 and covering the capital cities:

  Sydney
  Melbourne
  Adelaide
  Hobart
  Perth
  Brisbane
  Darwin

  The Heading 'Information Services' was checked.

  The Yellow pages was the most useful source checked. The organisations listed under Information Services had chosen to be so described and many ultimately met the criteria for categorization as information enterprises.

  Initially organisations known to be based unambiguously in the public sector e.g. the information sections of various state libraries, were omitted. At a later stage in the study, these lists were rechecked and the criteria for identification of enterprises applied.

- **Key informants** in the capital cities i.e. persons known to be familiar with the information services area in general, or with some segments of it.

  Those key informants who were familiar with a narrow segment of the information industry were more useful sources it was found than those who had a general interest. On the whole, the key informants' most useful contribution was as a cross-check that no obvious omissions had been made in the lists compiled.

- **Newspapers, and the information science and librarianship literature** during the period July 1984 - March 1985 for advertisements, feature articles indicating existence of information services and so on.

  Newspapers and the general literature of the area indicated a small number of services not located elsewhere. Difficulty was experienced in several cases in locating services referred to briefly in feature articles.

- **File of job advertisements** compiled over the period 1982 - October 1984 by the Coordinator of Practice Studies, School of Library and Information Studies, Kuring-gai College of Advanced Education.

  The clippings were made on the basis of a daily scanning of the Sydney Morning Herald (Monday - Saturday); Saturday's edition Australian; Incite, National Times, and Wednesday edition North Shore Times (Sydney).

  The job advertisement clippings file was compiled as a by-product of a job-placement service to students graduating or studying professional courses in library and information studies. The clippings were selected on the basis of the perceived suitability of particular jobs for Kuring-gai College of Advanced Education students and graduates. The completeness of the file, even in those terms could not however, be guaranteed, as students were known to have removed particular clippings from the file from time to time or from the notice-board in the College where they were initially displayed.

- **Directory of on-line search services**; edited by A. Byrne, 1984.

  A number of services was traced through this directory, which were not traced elsewhere.

- **Information Consultants, Freelancers and Brokers Directory, 1984**; edited by J. Goddard, E. Hsieh, M. Wanklyn.

  All references to New South Wales based enterprises were selected, and every second one listed for other states in Australia.

- **Guide to Australian Agricultural Information Sources and Systems**: revised 1983; by H.M. Russell.

  All entries were scanned, but on the basis of the information available none met the criteria for inclusion in the list.

- **Some Self Help and Community Organisations, 1984**.

  This list compiled in Sydney by the Association of Self Help Organisations and Groups was used to trace a number of support or 'umbrella' organisations in the voluntary sector which met the criteria as information enterprises.

- **Marketing Information Services Workshop** participants list; compiled for distribution at a Unesco Workshop, Canberra, December 1983.

  This list covered a wide range of organisations, including several which met the criteria for inclusion in the survey.

- **Directory of Australian Associations**, 3rd edition, 1984.

  The only immediately obvious heading was 'Information Systems' and this was checked with little success. Enquiries regarding the possibility of a key-word search on the titles of the associations indicated that the data in the directory were not at that time on computer.

- **Community Aid and Information Centres**, published in Sydney by the Local Community Services Association.

- This list was checked for information on the voluntary sector and a small selection of centres listed included in the study.

- **How and Where Directory**, 5th edition, 1982.

  The directory was scanned in its entirety and several organisations listed from it. Several organisations not listed in other sources were traced.

- **Directory of Australian Databases**.

  This directory published by the Australian Database Development Association provided names of several organisations not traced elsewhere.

- **File on Information Brokers held at the State Library of New South Wales Reference Department**.

  The file consisted mainly of brochures and newspaper clippings. Several organisations were traced through this source.

- **Community Information Sharing Service.**

  This voluntary co-ordinating organisation when contacted placed a notice in circulated meeting notes inviting individual centres to contact the researcher with regard to their centres services. Two additional agencies were included in the study, as a result.

- **Record File for Information Agencies Laboratory**, Department of Information Studies, Kuring-gai College of Advanced Education.

  This file arranged by the names of organisations providing information services, provided a system of keeping track of descriptive materials donated to a collection for use by students studying information agencies in all sectors (libraries, government departments, information brokers, etc.). The list was checked for names of organisations, and several additional names traced.

Note
Where organisations were listed as having offices in more than one centre, the Sydney office only was included in the list.

2.3 Contacting the Information Enterprises

In November 1984, 185 letters were mailed to organisations identified as potentially meeting criteria for information enterprises. A copy of the letter is contained in Appendix 4.

Telephone follow-up was begun after 3 weeks but abandoned after some 10 calls when it was discovered that a series of mail disruptions in Sydney had badly affected mail both to and from the organisations.

In late January, after the holiday period, the follow-up procedure was begun anew. Phone-calls were attempted for all of New South Wales organisations which had not sent a reply. If the call was unsuccessful after 3 attempts, a duplicate letter and covering note was mailed out. Non-responding organisations outside New South Wales were sent a duplicate letter with covering note.

In addition, letters were sent for the first time in late January to ten organisations which had been identified as potential enterprises since the first November mailing.

In total 96 responses were received, out of the 195 organisations contacted. Nine letters were returned by the Post Office as 'Unknown at this Address'.

No claim is being made with regard to the 'sample' of organisation which actually replied. No attempt was made to draw a random sample, there being no suitable sampling frame in any case. It is the judgement of the researcher however, that the net response to the study was such that the enterprises described reflects with reasonable accuracy the variety of a range of information enterprises in Australia. Where there may be deficiencies is in the balance or numbers of each type of enterprise, i.e.

the relative number of each type of enterprise should not be relied on as a reflection of the balance Australia-wide.

2.4 Analysis of Responses

Responses came, as requested, in a variety of formats. The most frequent type of materials received were publicity brochures and annual reports. Individual letters were also received.

Each response was broadly analysed under the following headings:

1. Type of organisation, as described by the organisation itself.

2. Access i.e. who could use the services provided.

3. Area of interest/subject coverage.

4. Stated aims of the information organisation (or information division if the response came from an organisation with more than information provision as a primary aim).

5. Main information services provided, analysed in relation to the draft information transfer model.

6. Main information collections such as files, collections of materials and so on, on which the service was based.

Several problems arose in the analysis process. These are described below along with the steps taken to resolve them.

a. There were frequent gaps in the information provided. The gaps in the information were filled by making phone calls to individual enterprises, but owing to the wide variety in the level and expertise of persons dealing with the enquiry, interpretation was often necessary. The researcher found it difficult not to suggest responses in several cases, as the respondent lacked even a basic conceptualisation of the information services being supplied by the organisation in question, even though the organisation described itself as one primarily involved in information. It seemed to be a matter of the different perceptions by information workers, influenced perhaps by their work background and experience.

   The aims of the information service or division were not always articulated, particularly where the information service was part of a for-profit organisation. Where information on aims was not available from material supplied, a gap was left in the profile of the organisation concerned.

   Information on the information resources available was either absent, sketchy or ambiguously stated from the researcher's point of view in several cases. This aspect was followed up by phone or letter but not always with success.

In addition the amount of detail and language used in the information supplied varied substantially, so that interpretation was necessary from time to time to reduce (or expand) the information provided to a reasonably uniform level of detail. The language chosen is as far as possible the style of language used in the materials and information supplied.

b. When responses from individual organisations were examined, as expected a number had to be eliminated from the study as they did not meet criteria for description as information enterprises or insufficient evidence was available to apply the criteria.

Further groupings of information organisations had to be eliminated from the study as numerically they were too few to allow generalisations to be made about them. They included:

- information organisations based on the professional expertise of individuals including some trade associations or manufacturing and marketing organisations which provide specialist services for clients or potential client. These services while often described as information services appeared to be more related to advice services or the services provided by an individual professional (e.g. a lawyer) than to information service as defined in the present study.

- information organisations concerned with maintenance of private data bases on computer. This type of enterprise provides facilities for e.g. individual firms to process and maintain data generated in-house.

- information organisations based on publication and distribution of information resources, where there is no opportunity for potential information users to specify an information need and receive a response tailored to that need. Examples in this category are publishers of hard-copy indexes, or general up-dating material targeted at broadly defined groups such as 'professionals'.

- information organisations not open to the general public on a free or fee basis. This category includes services provided by associations and business organisations, available only to members, affiliated organisations or employees.

- information organisations existing primarily to disseminate information to a mass audience. These included public relations organisations, and marketing divisions of commercial organisations.

The net result of the processes of elimination of organisations from the study was that 80 enterprises in two broad categories of information enterprise remained. These were:

1. enterprises with the primary aim of providing responses, in any format, to individual enquiries generated by information users who come from outside the organisation itself. The response to the enquiry in all such cases is based on retrieval of information from a systematically arranged collection of information (in any format). The enterprise may also provide access to information collections on a self-serve basis. These enterprises were labelled 'Information Service Enterprises'.

2. enterprises with the primary aim of providing information management advice, consultancy and support to Information Service Enterprises. The enterprises were labelled 'Information Management Enterprises'.

C. One of the stated aims of the study was the development of a model which would demonstrate the information transfer role played at a broad societal level by the information organisations included in the study. It had been anticipated that use of the draft model described in Section 2.1.3 above would allow completion of the analysis of the data, before final revision of the model commenced However, the draft model was found to be too broad-brush to provide a satisfactory focus and framework for the analysis of services and hence before the analysis could be completed the model had to be substantially revised. The revision procedures involved:

- development of a list of services provided by individual enterprises
- categorization of the services provided
- revision of the information transfer model to accommodate the categories of service
- re-application of the model to all data describing services provided by the enterprises studied, to verify the reliability of the analysis process and test the descriptive capacity of the revised model.

The outcomes of these processes are contained in Sections 4.3 and 5.

Comment on the Research Methods

In general, the methods chosen were satisfactory given the exploratory nature of the study. Many decisions and revisions of procedures were necessary as the study was in progress but this could be expected in work of this nature.

3: PROFILES OF THE INDIVIDUAL INFORMATION ENTERPRISES

3.1 Introductory Notes

A profile of each information enterprise (IE) included in the study follows. It should be noted that fictitious names have been attached to each profile. The assigning of fictitious names was done for three reasons.

1. A number of information enterprises requested that information supplied be not identifiable to source.

2. The profiles are selective i.e. they relate only to those aspects of the individual enterprise directly related to the study. They do not therefore give a complete picture of the individual enterprise as a whole.

3. The information in the profiles is based on extracts of a range of general printed materials, interpreted and 'standardised' into a format useful for the analysis of an enterprise for the purposes of the study. The researcher is concerned that this factor might be overlooked and that in the event of the profiles being treated as authoritative directory information, the reader would be mislead.

The profiles are arranged alphabetically by the name (fictitious) of the enterprise.

3.2 Note on Information Provided in the Profiles

For each IE the following information is supplied:

- fictitious name of IE. Where feasible the 'flavour' of the real name of the IE was retained. For example, if a community-based IE included a reference to a particular locality in its name, a fictitious locality was incorporated in the assigned name.

- general type of organisation, or parent organisation e.g. private company, professional association. The terminology of the organisation concerned was used as far as possible, drawing on printed material supplied to the researcher.

- audience to whom the IE is oriented, with an indication where this differs from the group which has access to the services on request only.

- area of interest of the IE. This ranges from social issues to complex technical areas.

- specific aims of the IE. In the case of IEs which are part of larger organisations, it might be assumed that the aims of the IE are those of the parent organisation, however, only aims given for the information enterprise itself are indicated.

- services provided by the IE. These are the outputs of the IE, the 'things' the IE provide for information users.

- information resources and collections on which the services are based. By definition Information Service Enterprises have, or have access to a systematically arranged collection in some format or another. Several Information Management Enterprises also hold collections of information.

Note that the headings (1, 2, 3, etc) used below in the individual profiles are abbreviated versions of the above categories of information. (For further explanatory notes on interpretation of profiles see Section 2.4).

3.3 The Information Enterprises: Profiles

A.B. NICHOLLS

1. Type of Organisation: information brokerage.

2. Access Policy: open to all interested persons on a fee-for-service basis.

3. Area of Interest: energy resources, coal technology, water pollution and water treatment.

4. Aims of Information Services: -

5. Information Services Provided:
   - provide responses to queries
   - literature searching
   - information packaging including preparation of abstracts, evaluation of documents, literature reviews.

6. Information Collections: not indicated.

ACCOMMODATION INFORMATION CENTRE

1. Type of Organisation: regional resource development unit.

2. Access Policy: open.

3. Area of interest: housing

4. Aims of Information Services: to provide support, information and advice to individuals and groups involved in housing, those providing direct service and those involved in housing action and campaigns, students and interested others.

5. Information Services Provided:
   - publications, including newsheet, directories, research reports. referral to relevant government and voluntary organisations, resident action and tenant groups.
   - compilation of research reports.
   - support and advice of housing lobby groups.

6. Information Collections:
   - collection of materials on housing arranged by subject.

AGENTSINFO

1. Type of Organisation: service operated by a computer services organisation on behalf of a group of stock and station agents.

2. Access Policy: intended primarily for stock and station agents on a fee-for-service basis.

3. Area of Interest: at present limited to advertisements related to the buying and selling of livestock, property and merchandise.

4. Aims of Information Service: to provide a videotex service for independent stock and station agents.

5. Information Services Provided:
   - distribution of information among agents via the system.
   - electronic mail and bulletin board.
   - other services include:
     - computerised cattle auctioning, weather reports, futures reports, and a market commentary
     - computer data processing, such as accounting systems
     - access to software appropriate for rural industry.

6. Information Collections:
   - data provided by users, held on computer.

AGRI-INFO

1. Type of Organisation: independent, for-profit company.

2. Access Policy: open to all persons and organisations, on fee-for-service basis.

3. Area of Interest: provides factual information relevant to agriculture; general news; agriculture; weather; prices; products; futures; finance; background information such as rail-freight costs, application rate for weed killer.

4. Aims of Information Services: to provide an information and communication system for those involved in agriculture.

5. Information Services Provided:
   - access to factual information
   - electronic mail service
   - manuals and indexes to facilitate use of service
   - newsletter
   - users support service.

6. Information Collections:
   - on-line data base from Australian and overseas sources.

ALLIED INFORMATION MANAGEMENT SERVICE

1. Type of Organisations: information brokerage.

2. Access Policy: open, on fee-for-service basis.

3. Area of Interest: as required by client.

4. Aims of Information Services: -

5. Information Services Provided:
   - information management consultancy including training
   - information retrieval service using local and overseas databases and manual sources.

6. Information Collections:
   - access to local and overseas data-bases
   - access to library network.

ALPHA LIBRARY CONSULTANTS

1. Type of Organisation: private sector, consultancy service.

2. Access Policy: orientation towards school librarianship.

3. Area of Interest: related to school librarianship.

4. Aims of Information Services: -

5. Information Services Provided:
   - compilation, editing, indexing of publications in the field of small or school library automation.
   - provision of educational activities to up-date librarians
   - advice on school library audiovisual or computing projects.

6. Information Collections: not indicated.

AMERICAN INFORMATION SERVICE

1. Type of Organisation: organisation responsible for U.S. government information disseminated overseas, in addition to administering educational exchange and cultural programmes.

2. Access Policy: open to all interested persons, at four Australian locations.

3. Area of Interest: matters relating to the United States with emphasis on politics, government, economics, defense and international relations.

4. Aims of Information Services: -

5. Information Services Provided:
   - access to reference library collection
   - response to individual queries, from government departments, tertiary education, media, libraries
   - current awareness bulletin, with document back-up
   - loan of videotapes for educational institutions

6. Information Collections:
   - library collection
   - access to overseas on-line data bases.

ANGELA PAGE CONSULTANCY

1. Type of Organisation: information brokerage.

2. Access Policy: open, on fee-for-service basis.

3. Area of Interest: as specified by clients.

4. Aims of Information Services: -

5. Information Services Provided:
   - information management consultancy
   - literature searching
   - editorial services for magazines

6. Information Collections:
   - service based on access to library and information centres of other organisations.

ARCHIVES FOR SOCIAL SCIENCE RESEARCH

1. Type of Organisation: section of a research department at a university.

2. Access Policy: open on a fee-for-service basis (free to university students and staff).

3. Area of Interest: social, political and economic affairs.

4. Aims of Information Services: to collect and preserve computer-readable data ... and to make that data available for further analysis.

5. Information Services Provided:
   - publish newsletters, directories, catalogues.
   - referral to other sources of social science data.
   - responses to queries about data-sets and their availability.
   - provision of data-sets on magnetic tape with background information on the data-set.
   - provide a repository for data-sets generated by social and political science researchers.

6. Information Collections:
   - on-line data bases, developed in-house
   - access to data-bases held overseas.

ASIAN INFORMATION CENTRE

1. Type of Organisation: division of the consular services provided by an overseas government in an Australian state.

2. Access Policy: open to all interested persons.

3. Area of Interest: information related to an Asian country.

4. Aims of Information Services: to disseminate information about an Asian country; to promote a wide variety of cultural activities.

5. Information Services Provided:
   - provide displays, exhibitions, film-showings.
   - access to a reference and audio-visual library.
   - consultation and enquiry service.
   - referral on trade and tourist matters.
   - publication and distribution of reports, newsletters, kits, pictures.
   - lectures and educational courses on cultural topics and language.
   - promotional activities e.g. essay competitions, school lectures, exchange schemes.

6. Information Collections:
   - library collection including films, books, periodicals.
   - collection of promotional literature.

AUSTRALIAN ASSOCIATION FOR PEOPLE WITH DISABILITIES

1. Type of Organisation: national federation of organisations and individuals. Funded from government and membership sources.

2. Access Policy: open to all interested persons and organisations.

3. Area of Interest: disability and rehabilitation.

4. Aims of Information Services: the aim of the Film and Information Service is to provide a resource for staff and members of the organisation, and all other interested persons on disability matters.

5. Information Services Provided:
   - access to collection of materials on disability and rehabilitation.
   - mail, phone-in answer service in addition to "in-person" service.
   - publications which include a Contents List Service; Extracts from Hansard Service; newsletter, film exchange.
   - compile bibliographies.

6. Information Collections:
   - collection of films, books, pamphlets, journals, reports, posters.

AUSTRALIAN COMPUTER GROUP

1. Type of Organisation: for-profit organisation with four main operating divisions.

2. Access Policy: all persons on a fee-for-service basis. Orientation towards other organisations rather than individuals.

3. Area of Interest: no limitation. As required by client.

4. Aims of Information Services: -

5. Information Services Provided:
   - maintain privately-owned computer data bases on behalf of client.
   - provide access to public data bases e.g. census data.
   - advisory service to enable customer to analyse data held on computer data bases.

6. Information Collections:
   - range of data bases.

AUSTRALIAN GEOSCIENCES FOUNDATION

1. Type of Organisation: independent national institution established by mining and petroleum industries operating in Australia, not-for-profit organisation funded by income from courses and subscriptions from mining and petroleum.

2. Access Policy: available to foundation members, companies and consultants.

3. Area of Interest: Geosciences.

4. Aims of Information Services: to provide to members a range of information services based on a specialist earth sciences library.

5. Information Services Provided:
   - publish course manuals, books, computer-generated lists of references, thesauri, tape-slide productions.
   - training related to geoscience information.
   - distribute annotated current awareness service based on accessions to resource centre, with document back-up.
   - provide responses to queries.
   - book review scheme.
   - compile monthly publication on basis of scanning data base to select new material relevant to field.
   - coordinate an earth sciences information system
   - publish hard-copy quarterly which records new additions to the information system and microfiche cumulations.
   - on-line searches of the earth science information system and other Australian and overseas data-bases.
   - provide bookshop specialising in publications from technical and learned societies and foundation conference materials.

6. Information Collections:
   - resource centre covering the geoscience disciplines.
   - local and overseas data-bases.

AUSTRALIAN INSTITUTE FOR STANDARDISATION

1. Type of Organisation: independent body incorporated by Royal Charter operating on non-profit basis.

2. Access Policy: open to all interested persons and organisations.

3. Area of Interest: all areas covered by standards.

4. Aims of Information Services: to publish and promote the adoption of standards.

5. Information Services Provided:
   - answer queries regarding standards.
   - give access to reference copies of local and overseas standards.
   - publication of standards.

6. Information Collections:
   - collection of Australian and overseas standards.

AUSTRALIAN METALS ORGANISATION

1. Type of Organisation: association funded by mining industry.

2. Access Policy: available to industry and general public, including schools.

3. Area of Interest: lead and zinc and their use.

4. Aims of Information Services: to develop the market for lead and zinc.

5. Information Services Provided:
   - compile and publish education kits.
   - publish quarterly magazines aimed at a specialist audience.
   - loan service for films and video material
   - publish regular newsletter
   - answer individual queries.

6. Information Collections:
   - library collection, including films, videos, statistical information.

AUSTRALIAN NEWS AGENCY

1. Type of Organisation: news agency, operating on for-profit basis.

2. Access Policy: open on fee-for-service basis.

3. Area of Interest: current information on general, financial and sporting topics.

4. Aims of Information Services: -

5. Information Services Provided:
   - news and information bulletins transmitted to regular client's premises by television.
   - distribution of press releases.
   - responses to queries on sires on on-off or regular basis.

6. Information Collections:
   - in-house data bases.

AUSTRALIAN VIDEOTEX

1. Type of Organisation: division of Australian Telecom.

2. Access Policy: available to all persons on fee-for-service basis.

3. Area of Interest: covers information related to industry, business, domestic concerns.

4. Aims of Information Services: -

5. Information Services Provided:
   - provide access to data bases held on computer
   - provide communication facility between users, or users and data base providers.

6. Information Collections:
   - range of data bases.

CENTRE FOR INFORMATION ACCESS

1. Type of Organisation: information brokerage.

2. Access Policy: open to all persons on fee-for-service basis.

3. Area of Interest: as required by client.

4. Aims of Information Services: -

5. Information Services Provided:
   - information management consultancy
   - responses to queries
   - communications facilities provision
   - document supply
   - office services such as typing, photocopying.

6. Information Collections: not indicated

CENTRE FOR INTERNATIONAL COOPERATION

1. Type of Organisation: cooperative venture of a number of non-government development agencies.

2. Access Policy: open to all interested persons. Some services based on subscription.

3. Area of Interest: information on the Third World, Australian aborigines and development issues.

4. Aims of Information Services: to research and disseminate information concerning the Third World, Australian aborigines, and development issues.

5. Information Services Provided:
   - current awareness service
   - access to library collection
   - provision of copying facilities
   - responses to queries by phone, letter or in person
   - bookshop service

6. Information Collections:
   - library collections, including periodicals, pamphlets, monographs, audio-visual materials.

CENTRE FOR METALS INFORMATION

1. Type of Organisation: association to promote use of copper.

2. Access Policy: available to all interested persons.

3. Area of Interest: related to copper and its use.

4. Aims of Information Services: -

5. Information Services Provided:
   - provide responses to queries on copper and its use
   - publish promotional materials based on scanning of other printed materials, e.g. journals, abstracts.

6. Information Collections
   - access to data base held at a U.S. copper data center
   - access to current literature on copper
   - staff with expertise in area.

CENTRE FOR TECHNICAL AID TO PEOPLE WITH DISABILITIES

1. Type of Organisation: organisation funded by contributions from individuals, business or service clubs and government. Operates on non-profit basis.

2. Access Policy: open to people with disabilities or persons involved in rehabilitation engineering, caring for people with disabilities.

3. Area of Interest: related to technology for people with disabilities.

4. Aims of Information Services: provide information on technical aids not commercially available.

5. Information Services Provided:
   - respond to individual queries
   - publish information sheets, journals
   - referral to centres which provide information on commercially available aids
   - organise seminars, workshops

6. Information Collections:
   - library collection including books, journals, pamphlets.

CITY CHAMBER OF COMMERCE

1. Type of Organisation: Chamber of Commerce.

2. Access Policy: open to members. Some services available to public on a limited basis only.

3. Area of Interest: related to trade and commerce.

4. Aims of Information Services: to collect and circulate statistics and other information relating to ... trade, commerce, shipping manufacturers ...

5. Information Services Provided:
   - publication of reports, directories, bulletins
   - educational activities to promote use of services
   - responses to queries in area such as conditions of employment, potential markets, economics, taxation
   - provision of meeting facilities
   - access to collection of trade and local publications
   - provision of translation services
   - organisation of briefing seminars by consular representatives.

6. Information Collections:
   - library collection
   - computerised data bases

CITY CONFERENCE AND VISITORS CENTRE

1. Type of Organisation: non-profit organisation, with funding from private and government sources.

2. Access Policy: persons interested in organising a conference or attending a conference in a particular capital city.

3. Area of Interest: information related to the capital city in which the Centre is located and relevant for conference organisers and attenders.

4. Aims of Information Services: to provide advice and assistance to conference and meeting organisations, information and assistance to the general tourist.

5. Information Services Provided:
   - answer queries of conference organisers and attendees
   - preparation of submissions for state or national bodies wishing to host a national, regional or international conference in the capital city.
   - compile and publish guides to venues, attractions, accommodation etc. in the capital city.
   - provide materials for promotion of particular conferences in the capital city.

6. Information Collections:
   - collection of materials arranged by venue, area
   - directories of facilities.

CITY FUTURES EXCHANGE

1. Type of Organisation: financial institution trading in futures.

2. Access Policy: members and all interested persons on fee-for-service basis.

3. Area of Interest: related to futures trading.

4. Aims of Information Services: to provide information and education for members and the general public.

5. Information Services Provided:
   - provide regular reports and statistical summaries
   - correspondence courses, lectures
   - publications about the exchange, including lecture notes.
   - hire of films and other audiovisual materials
   - recorded message service

6. Information Collections:
   - computer data bases
   - collection of audiovisual and print material.

COALITION OF SELF HELP ORGANISATIONS

1. Type of Organisation: community-based organisation providing support to self-help organisations and groups.

2. Access Policy: orientation towards groups, but provide some services also to individuals.

3. Area of Interest: related to self-help.

4. Aims of Information Services: to provide a register of self-help organisations and an information service ...

5. Information Services Provided:
   - provide access to a register of self-help organisations and groups
   - provide responses to self-help and general organisations, disability
   - provide referral to other agencies
   - support to self-help groups in development stage
   - community research and 'corporate advocacy'
   - organisation of lectures by coalition members

6. Information Collections:
   - directories
   - reference collection

COMMUNITY SERVICE SUPPORT GROUP

1. Type of Organisation: resources and advocacy organisation to support development of community services.

2. Access Policy: community based agencies working in development and/or information areas; individuals or organisations requiring information about the group's area of interest.

3. Area of Interest: related to community development, information and aid.

4. Aims of Information Services: to support the development of community information services provided by member organisations.

5. Information Services Provided:
   - provide advice and consultancy on development of service
   - prepare submissions for government, respond to request for views on area of interest
   - access to a reference collection of materials related to the group's interests
   - compile publications e.g. directories, manuals on information systems for use by member organisations.

6. Information Collections:
   - reference collection.

CONSUMERS PUBLIC INTEREST ORGANISATION

1. Type of Organisation: non-profit organisation to help consumers.

2. Access Policy: open to general public on membership basis.

3. Area of Interest: all matters related to consumer affairs.

4. Aims of Information Services: -

5. Information Services Provided:
   - publication of consumer magazines and reports
   - responses to queries and consumer complaints submitted by members
   - access to library collections (by appointment for public)
   - compilation of submissions to government and other authorities in contact with manufacturers and importers
   - provides speakers to a variety of venues
   - compile background research documents to support organisation's activities
   - current awareness service

6. Information Collections:
   - library collection including reference materials, journals, annual reports, news clippings
   - access to local and overseas on-line data bases
   - computer data-base developed in-house for documents and correspondence.

COORDINATION CENTRE FOR COMMUNITY ACTIVITIES

1. Type of Organisation: link-up organisation for a network of autonomous community-based groups.

2. Access Policy: membership open to individuals and groups.

3. Area of Interest: related to development and promotion of community activities centres.

4. Aims of Information Services: ... to act as an information resource and exchange centre ...

5. Information Services Provided:
   - provides advice on programming, funding, etc.
   - access to a resource centre with a variety of community information
   - provides educational activities, such as training workshops, information exchanges.
   - publishes newsletter, manuals for centre operators, directories
   - provide access to loan collection of craft and outdoor equipment.

6. Information Collections:
   - collection containing reports, directories, newsletters, monographs.

CRAFTWORKERS INFORMATION SERVICE

1. Type of Organisation: non-government, company limited by guarantee.

2. Access Policy: open to interested persons. Some services based on fee-for-service.

3. Area of Interest: crafts in Australia and overseas.

4. Aims of Information Services:
   - To act as a focal point for the dissemination of information on the crafts in Australia and overseas.
   - To publish books periodicals and leaflets and produce films and slide kits.
   - To promote, crafts, arts and design in Australia and encourage high standards of workmanship to be established and maintained.

5. Information Services Provided:
   - publication programme includes a newsheet, a national journal, and craft resource materials, posters, directories, brochures, films
   - supplying information on e.g. craftspeople
   - advise on establishment of state-level information services by State Councils
   - provide access to craft journals library and other materials such as slides.

6. Information Collections:
   - register of Australian craftspeople of all levels.
   - slide library.
   - journals library.

DAILY PRESS INFORMATION CENTRE

1. Type of Organisation: division of a media organisation.

2. Access Policy: open to all interested persons, some services on fee-for-service basis. Some services oriented to schools.

3. Area of Interest: as required by client. Emphasis on community information.

4. Aims of Information Services: -

5. Information Services Provided:
   - answers to queries including bibliographic queries
   - supply of documents
   - press clipping service on nominated topics
   - publication of e.g. resource booklets for schools
   - educational activities including lectures, workshops on use of service

6. Information Collections:
   - newspapers published by parent organisation
   - community information files.

DAS INFORMATION SERVICE

1. Type of Organisation: information brokerage.

2. Access Policy: open, on fee-for-service basis.

3. Area of Interest: as required by client.

4. Aims of Information Services: -

5. Information Services Provided:
   - access to an overseas on-line interactive information retrieval system
   - educational activities on use of the system.

6. Information Collections:
   - on-line data base.

DELTA INFORMATION MANAGEMENT CONSULTANTS

1. Type of Organisation: private sector organisation.

2. Access Policy: open to all persons on a fee-for-service basis.

3. Area of Interest: -

4. Aims of Information Services: -

5. Information Services Provided:
   - information management consultancy
   - marketing of computer software.

6. Information Collections: not indicated.

DEVELOPMENT ASSOCIATION FOR COMMUNITY INFORMATION SERVICE

1. Type of Organisation: community-based organisation, with some government funding.

2. Access Policy: community information policy and activities.

3. Area of Interest: orientation towards agencies providing community information and community information service.

4. Aims of Information Services:
   - to provide a link between government and centres providing community information originating in the government sector, with emphasis on state government level.
   - to draw together ideas from a wide spectrum to assist in development of community information policy.
   - to encourage involvement of communities themselves in community information activities.

5. Information Services Provided:
   - provide a reference collection of materials about community information provision
   - publish information packages, newsletter
   - organise and support promotional activities for community information centres
   - stimulate cooperative activities and interchange in the community information area by circulation of material, encouragement of regional and sub-regional networks of community information networks.

6. Information Collections:
   - reference collection of materials relevant to provision of community information.

EARTH CONSERVATION GROUP

1. Type of Organisation: non-profit, community-based organisation.

2. Access Policy: all interested persons.

3. Area of Interest: conservation related e.g. rain-forests, nuclear issues, energy conservation.

4. Aims of Information Services: to promote conservation awareness and concern among members, general public.

5. Information Services Provided:
   - respond to individual queries
   - referral to other agencies
   - compile newsletter, information sheet, information kits
   - provide speakers on conservation
   - information activities with other organisations
   - provide access to library collection.

6. Information Collections:
   - library collection, includes pamphlets, books, newsletters, periodicals.

ENERGY RESOURCES INFORMATION CENTRE

1. Type of Organisation: based on membership drawn from companies engaged in exploration, development mining and processing uranium ores in Australia.

2. Access Policy: open to all interested persons.

3. Area of Interest: uranium and nuclear energy.

4. Aims of Information Services:
   - to provide information about the development of the Australian uranium industry, the contribution it can make to world energy supplies and the benefits it will bring to Australia.
   - to promote a flow of factual information on all aspects of the mining and processing of uranium, the role of nuclear energy in supplying part of the world's electricity needs and the associated nuclear fuel cycle.

5. Information Services Provided:
   - produce and distribute publications, including a regular newsletter and the provision of material to the news media
   - answers queries received in writing and by telephone
   - provides speakers
   - conducts seminars

6. Information Collections:
   - library of films
   - reference library
   - contact with similar organisations overseas.

ENVIRONMENTAL INFORMATION REFERRAL SERVICE

1. Type of Organisation: operated by an international agency.

2. Access Policy: available to interested individuals and organisations.

3. Area of Interest: wide range of topics related to the environment.

4. Aims of Information Services: to assist organisations and individuals in locating world-wide sources of technical, scientific and environmental information.

5. Information Services Provided:
   - referral to services of environmental information around the world
   - promotion of service in Australia.

6. Information Collections:
   - manual and computer-based directories.

ENVIRONMENTAL RESOURCES CENTRE

1. Type of Organisation: information centre which forms part of a lobbying group's activities on conservation matters.

2. Access Policy: all persons and organisations interested in conservation.

3. Area of Interest: conservation-related topics.

4. Aims of Information Services: to provide a public information and resource base for individuals and organisations interested in conservation.

5. Information Services Provided:
   - arrange displays in a variety of venues
   - provide speakers on environmental topics
   - office facilities, meeting rooms
   - book-shop service for books, posters, and other publications
   - provide answers to queries.

6. Information Collections:
   - library collection including environmental impact statements.

FACTEX

1. Type of Organisation: based on an affiliation of organisations to provide a videotex system for the travel industry.

2. Access Policy: main users will be travel agents but any organisation or individual in the tourism industry who requires the information will have access. Fee-for-service basis.

3. Area of Interest: related to travel industry and including information provided by airlines, tour operators, accommodation chains, car-rental and insurance companies.

4. Aims of Information Services: to provide an information and reservations facility for travel agents.

5. Information Services Provided:
   - access to information on range of services and their availability.
   - communication facility between agents, provides and industry principals with electronic mail and bulletin board.

6. Information Collections:
   - data-bases provided by various information providers.

FASTFACTS

1. Type of Organisation: information research division of large media organisation.

2. Access Policy: open, on fee-for-service or membership basis.

3. Area of Interest: as required by client, but oriented to business.

4. Aims of Information Services: -

5. Information Services Provided:
   - responses to queries
   - copying service of press clippings on nominated topics on one-off or regular up-dating basis
   - telephone research, presented in report format
   - comprehensive studies on particular companies and products
   - indepth industry profiles and market analysis
   - market research based on field work
   - supply of documents

6. Information Collections:
   - in-house data-base which includes full text of some business publications
   - access to overseas data-bases and information organisations
   - media library.

FORESTGLEN LOCATOR SERVICE

1. Type of Organisation: organisation supported and controlled by a chamber of commerce.

2. Access Policy: open.

3. Area of Interest: information on where a particular item may be purchased or a type of service obtained in the industrial/retail/commercial suburb of Forestglen.

4. Aims of Information Services: to promote the industrial/retail/commercial aspects of Forestglen.

5. Information Services Provided:
   - response to enquiries.

6. Information Collections:
   - local directories, including 'Yellow Pages'.

GENEALOGICAL SOCIETY

1. Type of Organisation: special interest organisation.

2. Access Policy: open to all interested persons. Membership available.

3. Area of Interest: Genealogy.

4. Aims of Information Services: to provide research facilities for family historians.

5. Information Services Provided:
   - access to library collection
   - publication of materials for family historians including research guides and a journal
   - provision of course of study to accredit genealogical researchers.

6. Information Collections:
   - library collections including monographs, microforms, journals, reference materials.

HISTORY ASSOCIATION

1. Type of Organisation: special interest, community organisation.

2. Access Policy: services available free to members, and to general public on a fee for service basis.

3. Area of Interest: Australian history, with emphasis on one Australian state

4. Aims of Information Services: -

5. Information Services Provided:
   - provide access to library collection
   - publications, including journals, newsletter, occasional books
   - enquiry service by phone and letter.

6. Information Collections:
   - library including manuscripts, archives, slides, microforms.

INFORMATION ASSOCIATES

1. Type of Organisation: information brokerage.

2. Access Policy: open to all persons on a fee-for-service basis.

3. Area of Interest: as required by clients.

4. Aims of Information Services: -

5. Information Services Provided:
   - information management consultancy
   - conducts 'surveys' in any field requested
   - preparation of state-of-the-art reports
   - searching local and overseas data bases for specific queries.

6. Information Collections:
   - access to local and overseas data bases.

INFORMATION CENTRE FOR INTERNATIONAL COOPERATION

1. Type of Organisation: division of an international governmental agency.

2. Access Policy: open to all interested persons.

3. Area of Interest: areas related to interests of the organisation's general assembly e.g. trade statistics, apartheid.

4. Aims of Information Services: to disseminate information to the general public about the organisation's activities and interests.

5. Information Services Provided:
   - responses to individual queries
   - access to collection of materials
   - publication of monthly newsletter
   - provide speakers to promote the organisation as a whole.

6. Information Collections:
   - library collection
   - access to film and photographic collections
   - access to collections held by the organisation in other cities e.g. Geneva, New York, Bangkok.

INFORMATION CENTRE FOR MIGRANTS

1. Type of Organisation: division of a financial institution.

2. Access Policy: all persons resident in Australia for less than 12 months.

3. Area of Interest: matters related to banking and settlement in Australia.

4. Aims of Information Services: -

5. Information Services Provided:
   - advice on banking
   - information and entitlements, legal requirements and so on relevant to living in Australia
   - referral to service agencies, government departments etc.
   - translation service

6. Information Collections:
   - directories
   - materials distributed by government and other agencies.

INFORMATION AND HEALTH CENTRE

1. Type of Organisation: community-based organisation, with funding from government and non-government sources.

2. Access Policy: all interested persons.

3. Area of Interest: community information including health, welfare, education, recreation, transport, life-styles, clubs, associations, etc.

4. Aims of Information Services: -

5. Information Services Provided:
   - responses to enquiries
   - referral to other agencies or professional organisations
   - maintain community noticeboards
   - provide space for meetings by groups
   - displays
   - arrange educational activities to promote the service e.g. lectures.

6. Information Collections:
   - pamphlet collection
   - information file on cards.

INFORMATION SERVICE FOR PEOPLE WITH DISABILITIES

1. Type of Organisation: non-government organisation to promote full participation and equality of people with disabilities.

2. Access Policy: available to groups and people with physical, intellectual, sensory and psychiatric disabilities.

3. Area of Interest: services available, gaps in service provision, rights, and issues relevant to people with disabilities.

4. Aims of Information Services: to provide a clearing house for information relevant to people with disabilities.

5. Information Services Provided:
   - responses to queries
   - referrals to other resource centre e.g. for equipment, interstate service
   - publication of a newsletter
   - access to a library collection
   - access to office equipment and space for groups.

6. Information Collections:
   - information files and kits
   - library collection

INFORMATIONFINDERS

1. Type of Organisation: division of a larger communications organisation. Operates on a for-profit basis.

2. Access Policy: open to all comers, on a fee-for-service basis.

3. Area of Interest: scientific, technical, economic, administrative area. Orientation to business community.

4. Aims of Information Services: to complement existing information resources already accessible to users or to provide a complete information service.

5. Information Services Provided:
   - provide factual answers
   - on-line searching of local and overseas data-bases
   - research and analysis service which provides synthesis on areas in the form of state-of-the-art reports, literature summaries, analytical reports, industry profiles
   - referral to subject experts
   - document delivery
   - publication and distribution of information products e.g. directories.

6. Information Collections:
   - internally held resources such as published directories, reference books, almanacs, trade directories.
   - local and overseas databases.
   - access to Australian and overseas information centres.
   - network of experts in various fields.

INFOSEARCH RETRIEVAL SERVICE

1. Type of Organisation: international company, operating on for-profit basis.

2. Access Policy: open, based on fee-for-service.

3. Area of Interest: "virtually every subject in the world".

4. Aims of Information Services: -

5. Information Services Provided:
   - provide lists of references
   - lists of annotated references
   - facts based on e.g. statistics, directory listings, full-text articles and newswires, financial data
   - training in use of on-line system
   - current awareness service

6. Information Collections:
   - computer-based, on-line data bases.

INFOTECH INFORMATION SERVICES

1. Type of Organisation: information brokerage.

2. Access Policy: open to all persons, on a fee-for-service basis.

3. Area of Interest: emphasis on technical information, relevant to mining industry in one Australian state, business information.

4. Aims of Information Services: -

5. Information Services Provided:
   - on-line computer searches, local and overseas databases.
   - current awareness service
   - document delivery
   - information management consultancy

6. Information Collections:
   - access to computerised data bases
   - access to resources of information services in geographical area.

INTERNATIONAL HUMAN RIGHTS ORGANISATION

1. Type of Organisation: international agency, financed by membership subscriptions, donations and local fund-raising efforts.

2. Access Policy: membership open to all persons.

3. Area of Interest: related to human rights.

4. Aims of Information Services: -

5. Information Services Provided:
   - access to collection of materials generated at London headquarters and locally
   - publish newsletter
   - provide lectures, educational activities to promote organisation
   - respond to individual enquiry
   - disseminate information to media and other organisations.

6. Information Collections:
   - collection of materials, systematically arranged
   - access to research and documentation centres based at London headquarters.

IRS COMPUTER SERVICES

1. Type of Organisation: private sector, operating on for-profit basis.

2. Access Policy: open on fee-for-service basis.

3. Area of Interest: as required by client, with emphasis on Australian material.

4. Aims of Information Services: -

5. Information Services Provided:
   - maintenance of private data-base service for on-line storage and retrieval of numeric and textual information.
   - provide access to Australian on-line computerised data bases
   - educational activities to promote use of service
   - electronic mail service

6. Information Collections:
   - Australian data bases.

J.L. ALLEN GROUP

1. Type of Organisation: private company offering computer services and products.

2. Access Policy: open on fee-for-service basis.

3. Area of Interest: numeric data related to business and industry.

4. Aims of Information Services: -

5. Information Services Provided:
   - provide access to public online numeric data bases
   - provide range of data retrieval and business graphics software for use e.g. with public numeric data bases and to combine data from the organisation's public data bases and other data bases.
   - provide communications facility.

6. Information Collections:
   - local and overseas on-line computer-based systems.

JONES - INFORMATION SPECIALIST

1. Type of Organisation: information brokerage operating on for profit basis.

2. Access Policy: open, on fee-for-service basis.

3. Area of Interest: no limitation. As required by client.

4. Aims of Information Services: -

5. Information Services Provided:
   - bookshop services local and overseas materials
   - on-line information retrieval service
   - document delivery
   - selective dissemination of information service
   - general research service based on manual retrieval systems
   - information consultancy
   - patent search
   - profiles of patent holders active in particular areas of business
   - access to Japanese information services
   - telefacsimile and electronic document transmission.

6. Information Collections:
   - on-line computer data bases
   - access via inter-lending system to the library network.

KING INFORMATION MANAGEMENT SERVICE

1. Type of Organisation: private sector.

2. Access Policy: open on fee-for-service basis. Orientated to businesses and libraries.

3. Area of Interest: related to information management, automation.

4. Aims of Information Services: -

5. Information Services Provided:
   - provides information management consultancy
   - compile publications related to business and professional interests
   - organise educational activities on information area.

6. Information Collections: not indicated.

LEGAL INFORMATION SERVICE

1. Type of Organisation: private sector. Company working under agreement with two state governments.

2. Access Policy: all interested persons on fee-for-service basis.

3. Area of Interest: legal information including state government reports, acts, statutory instruments, "secondary" material including digests, directories.

4. Aims of Information Services: -

5. Information Services Provided:
   - access to on-line data-bases including full-text data-bases
   - communications facility for users, including electronic mail, bulletin board.
   - educational courses promoting use of the information system.

6. Information Collections:
   - on-line data base.

LIR MANAGEMENT SERVICES

1. Type of Organisation: private sector, for-profit.

2. Access Policy: all persons, on fee-for-service basis.

3. Area of Interest: as required by client.

4. Aims of Information Services: -

5. Information Services Provided
   - information management consultancy
   - undertake literature searches
   - compile information packages and bibliographies.

6. Information Collections: -

MEDIA INFORMATION SERVICE

1. Type of Organisation: private company operating on a for-profit basis.

2. Access Policy: open, on a fee-for-service basis.

3. Area of Interest: any area covered by major Australian dailies; country papers in one state; trade and business magazines; Asian papers and journals; parliamentary and business releases.

4. Aims of Information Services: -

5. Information Services Provided:
   - clippings from serials and parliamentary and business releases on basis of individual or organisational need
   - monitoring of specialised Asian or other international press
   - analysis of press to determine e.g. business potential, gaps in exposure.

6. Information Collections:
   - local, state, national and international serials.

MIDDLE EAST INFORMATION OFFICE

1. Type of Organisation: information and public relations division of a political organisation.

2. Access Policy: open to all interested persons.

3. Area of Interest: related to a middle eastern political issue.

4. Aims of Information Services: -

5. Information Services Provided:
   - publish newspaper, newsletter, booklets, posters.
   - respond to individual enquiries
   - distribute information on regular basis to 'opinion leaders'.

6. Information Collections:
   - collection of directories, cuttings, journals, etc.

MOBILE INFORMATION SERVICE

1. Type of Organisation: community-based organisation, operating on a not-for-profit basis.

2. Access Policy: open to all interested persons, operates in inner-city areas in a number of locations.

3. Area of Interest: non-commercial everyday information as requested.

4. Aims of Information Services: to provide an on-the-street information and referral service for inner city residents and workers; to reach those who might not otherwise receive information by more conventional methods.

5. Information Services Provided:
   - responses to queries
   - referral and support in using other services

6. Information Collections:
   - information files
   - pamphlet collection

MORETON COMMUNITY RESOURCE CENTRE

1. Type of Organisation: community-based organisation, with some government funding.

2. Access Policy: open to all persons.

3. Area of Interest: information relevant to the locality, i.e. community information.

4. Aims of Information Services: to provide a range of programmes, resources and services to the local community.

5. Information Services Provided:
   - information about the locality
   - referral to appropriate sources
   - publish information products including directories
   - maintain community noticeboards
   - provide an information column for a local newspaper
   - provide facilities for social workers and government department representatives to see community members
   - specialist counselling e.g. financial.

6. Information Collections: not indicated.

NANDA COMMUNITY RESOURCE CENTRE

1. Type of Organisation: support organisation for community based information service.

2. Access Policy: open to individuals or community groups. Membership available.

3. Area of Interest: information relevant to community organisation and development.

4. Aims of Information Services:
   - to ensure adequate useable information reaches community groups, interested individuals and local government authorities in the region through
     - collecting, collating, interpreting and distributing information about government policies, and resource allocation decisions
     - identifying issues of concern to the region and researching such issues
     - collecting, collating and interpreting available and new research done on the region
     - researching the forms in which information is most acceptable to them.
   - to establish support and develop organisations and structures to facilitate the flow of information in the region.

5. Information Services Provided:
   - disseminate information on government structures and policies and decisions
   - collect and analyse demographic data on the area
   - analyse and synthesise information on particular issues
   - provide annotated bibliographies for use by planning group
   - publish newsletters and information brochures
   - provide advice on information management.

6. Information Collections:
   - selective catalogued library of information resources.

NEWSPAPER IN THE CLASSROOM PROJECT

1. Type of Organisation: division of a large media organisation.

2. Access Policy: available to schools on fee basis. Materials for teachers distributed free.

3. Area of Interest: no limitation - as required by clients.

4. Aims of Information Services: -

5. Information Services Provided:
   - publication of resource booklets, curriculum materials
   - promotion activities e.g. competitions
   - supply of press clippings on nominated topics
   - advice service on use of newspapers in the classroom.

6. Information Collections:
   - files of newspapers published by parent organisation.

PATRICIA HART CONSULTANCY SERVICES

1. Type of Organisation: information broker.

2. Access Policy: open to all persons on fee-for-service basis.

3. Area of Interest: cartographic and geographic related subjects.

4. Aims of Information Services: -

5. Information Services Provided:
   - advisory - referral services, e.g. valuation, conservation, exhibition planning
   - researching primary and secondary resources
   - bibliographic services, e.g. cataloguing, advising on preparation of cartographic material
   - advice and training for institutions holding cartographic collections

6. Information Collections: not indicated

POLITICAL MONITORING AND INFORMATION SERVICE

1. Type of Organisation: information brokerage operating on a for-profit basis.

2. Access Policy: all interested, on fee basis, but oriented to business and industry.

3. Area of Interest: political and legislative information based on the public record of government activities at federal and (one) state level.

4. Aims of Information Service: to provide information which will improve an organisation's effectiveness in government relations management.

5. Information Services Provided:
   - monitoring of the public record of government and political activities
   - consultancy on information access procedures on basis of freedom of information legislation
   - delivery of material related to client's need profile, on a regular basis or as requested
   - provision of access to a data-base with information on statements on policy issues by government, departments, agencies and special interest groups
   - provision of speakers on government relations issues
   - compile analytical research papers on political and policy issues
   - maintenance of a political and governmental directory

6. Information Collections:
   - computerised data bases
   - directories

RESEARCH INSTITUTE FOR AUSTRALIAN WINE

1. Type of Organisation: company limited by guarantee.

2. Access Policy: wine industry and persons and organisations associated with the wine industry e.g. research institute staff, students, companies providing services to the wine industry.

3. Area of Interest: oenology and viticulture.

4. Aims of Information Services: collection, collation and dissemination of information on oenological and viticultural research to the benefit of the wine industry.

5. Information Services Provided:
   - publish bimonthly journal
   - access to documents in library collection
   - answer technical enquiries

6. Information Collections:
   - library collection of monographs and journals
   - wine data-base (at development stage)
   - overseas on-line data bases.

RESOURCE CENTRE FOR BUILDING INFORMATION

1. Type of Organisation: private company which exhibits building products in a non-selling environment.

2. Access Policy: open to all persons. Some services provided on a fee-for-service basis.

3. Area of Interest: information relevant to building, including products, manufacturers, suppliers, trade names, standards and regulations.

4. Aims of Information Services: to provide an information and advisory service tailored to meet the needs of architects, builders, home owners and renovators.

5. Information Services Provided:
   - trade literature of exhibitors supplied free on request
   - displays of building products
   - bookshop service selling materials and plans, compiled in-house and these published elsewhere
   - answers to enquiries by phone, letter or in person
   - compilation of special reports, kits and guides
   - publication of magazines promoting building materials and fittings.

6. Information Collections:
   - technical library with wide range of materials
   - trade literature collection
   - collection of plans, with associated computer selection facility
   - materials such as kits and guides compiled in-house.

RESOURCE CENTRE FOR ENERGY CONSERVATION

1. Type of Organisation: organisational arrangement between five state energy authorities. Includes a mobile information centre which operates in a range of locations.

2. Access Policy: open to all, but with particular orientation on schools.

3. Area of Interest: energy conservation.

4. Aims of Information Services: to give consistent and comprehensive information on all aspects of energy conservation.

5. Information Services Provided:
   - referral to appropriate energy agencies for answers to specific questions
   - educational activities, such as lectures and custom-designed programmes
   - production of computer-based teaching kits, films, booklets and posters
   - provides displays
   - responses to individual enquiries

6. Information Collections:
   - staff expertise
   - resource materials collection including magazines, brochures, reference books.

RESOURCES FOR SUPPORT FOR CANCER PATIENTS

1. Type of Organisation: educational, non-profit organisation.

2. Access Policy: open to all interested persons, with orientation to cancer patients.

3. Area of Interest: areas related to cancer with emphasis on therapies including food preparation and nutritional approaches.

4. Aims of Information Services: to provide information to interested people on developments in cancer research and therapies with emphasis on "wholistic approaches ... not yet in general use in conventional practice ..."

5. Information Services Provided:
   - access to materials, including articles, tapes, books
   - publish regular newsletter
   - advice on preparation of food
   - workshops
   - response to queries

6. Information Collections:
   - library collection.

SMITH AND HARVEY

1. Type of Organisation: division of a multi-national corporation.

2. Access Policy: oriented to business community, but open to all on fee-for-service, including membership, basis.

3. Area of Interest: business including consumer services, marketing, recoverable control.

4. Aims of Information Services: -

5. Information Services Provided:
   - answers to queries in business area
   - publication of reference materials, newsletters
   - compilation of special reports including reports commissioned by clients
   - updating on nominated topics e.g. credit rating of particular companies.

6. Information Collections:
   - on-line data bases produced in-house e.g. potential customers
   - overseas data bases
   - reference materials.

STOCK EXCHANGE INFORMATION SERVICE

1. Type of Organisation: financial institution incorporated in a public company limited by guarantee.

2. Access Policy: all interested persons. Most services are provided on a fee-for-services basis.

3. Area of Interest: related to the stock exchange and its operations.

4. Aims of Information Services: -

5. Information Services Provided:
   - provide lectures and educational activities
   - answers to queries
   - publications e.g. special reports, reviews, handbooks.

6. Information Collections:
   - library collections
   - on-line data bases developed in-house

SUNFIELD NEIGHBOURHOOD CENTRE

1. Type of Organisation: community-based neighbourhood centre, voluntary sector with some government funding.

2. Access Policy: open.

3. Area of Interest: services available in area of centre and other community neighbourhood development related information.

4. Aims of Information Services: to provide information, activities and support for the local community ... and a local resource-base whereby action or discussion of issues of local importance can be initiated or lobby groups assisted.

5. Information Services Provided:
   - provide information on local services
   - referral to other services
   - publish newsletter
   - carry out research on local community and its needs

6. Information Collections:
   - 'structured information system' with government department publications, reports, census data, pamphlets, magazines and newsletter.
   - centre-based research material generated by
     - survey of local community identifying needs and change over time
     - record of referrals and enquiries
   - information network established through contact with other neighbourhood centres, umbrella organisations and interest groups.

THE AMERICAN COMPANY

1. Type of Organisation: high technology research organisation, providing analysis of products and markets.

2. Access Policy: open to all persons on fee-for-service basis.

3. Area of Interest: high technology including computing, communications, all aspects of office accommodation, the "home of the future" and factory systems.

4. Aims of Information Services: -

5. Information Services Provided:
   - conduct user and potential user surveys
   - compile state-of-the-art reports
   - conduct seminars
   - responses to enquiries on technology
   - provide access to on-line data bases, compiled in-house
   - publish newsletters
   - current awareness bulletins on product trends, changes in governmental regulatory policies and so on.

6. Information Collections:
   - on-line data bases.

THE INFORMATION CENTRE

1. Type of Organisation: for profit organisation.

2. Access Policy: open to all interested, on fee-for-service basis.

3. Area of Interest: date-specific event and service information in the areas of leisure; educational, sport, health, communication, computers and service information in the welfare area.

4. Aims of Information Services: to provide information to the radio and print media, to publish consumer guides.

5. Information Services Provided:
   - information compilations to client specifications
   - publications for consumers related to e.g. choice of school.

6. Information Collections:
   - in-house file arranged by event and service.

THE MANAGEMENT INSTITUTE

1. Type of Organisation: national management organisation, private sector.

2. Access Policy: open to personal members or employees of member organisations. Collection open to general public on reference basis only.

3. Area of Interest: management.

4. Aims of Information Services: -

5. Information Services Provided:
   - publish newsletter and specialist surveys
   - responses to queries
   - referral to appropriate sources
   - bookshop service for local and overseas publications
   - on-line and manually compiled bibliographies
   - document delivery
   - regular surveys of personnel practices, particularly salary rates, based on collection analysis and synthesis of information from primary sources.

6. Information Collections:
   - library collection of monographs, journals, vertical files, reference materials
   - on-line data base, local and overseas.

THE MUSIC CENTRE

1. Type of Organisation: national music organisation which is a company limited by guarantee.

2. Access Policy: open to all persons interested in contemporary music. Membership also available.

3. Area of Interest: areas related to contemporary Australian music.

4. Aims of Information Services: to provide an information service on Australian composition and composers; to publish material such as scores and records, provide access to materials from music centres overseas.

5. Information Services Provided:
   - access to library collections, including tapes, scores
   - responses to queries particularly those related to Australian composition and composers
   - publication and distribution of materials e.g. on new music, scores, recordings
   - provision of listening facilities for recordings
   - organising seminars, workshops for persons interested in new music
   - promotion of Australian music through participation in national and international exhibits, conferences and so on.

6. Information Collections:
   - library collection including scores, tapes, periodicals
   - data base of Australian compositions developed in-house
   - directories, catalogues and other lists related to e.g. brass band, choral music, music organisations, bibliographies of composers.

THE NEW SOUTH WALES TRUST

1. Type of Organisation: non-profit community organisation.

2. Access Policy: open to all interested persons. Membership available.

3. Area of Interest: matters related to the conservation of Australia's national and man-made environment.

4. Aims of Information Services: -

5. Information Services Provided:
   - prepares submissions on environmental issues
   - compiles reports on the environment
   - maintains a register of items considered part of the State's environmental heritage
   - provides information to all levels of government
   - publishes books, and other materials
   - mounts displays, exhibitions
   - arranges lectures and other educational activities
   - responds to individual enquiries.

6. Information Collections:
   - register of items considered part of heritage
   - photographic collection
   - collection of materials on environmental issues
   - library collection books, periodicals, etc.

TRADE UNION INFORMATION SERVICE

1. Type of Organisation: trade union.

2. Access Policy: elected officials, appointed officers, ship stewards, members of the union. Students admitted by agreement.

3. Area of Interest: industrial relations, trade unions, politics, selected industries, occupational health and safety, social issues, law, economics, computers and technology.

4. Aim of Information Services: -

5. Information Services Provided:
   - responses to queries
   - preparation of information packages including packages based on interpretation, restating information in a less complex form
   - current awareness service based on journal circulation and photocopies of articles from print media, and from electronic media
   - publish bulletin with information on major industrial commission cases and research of interest to members
   - promotion of service through educational activit6ies

6. Information Collections:
   - library collections of the Information Service and other departments of the union
   - access to special and university libraries
   - network of personal contacts
   - manual and computer-based data-bases, developed in-house on topics such as awards
   - collections of special materials, such as Arbitration Commission hearing transcripts, minutes of meetings

WEST CITY INFORMATION SERVICE

1. Type of Organisation: voluntary organisation.

2. Access Policy: all interested persons, but service is aimed at council alderman and staff, libraries, community workers, researchers, members of parliament, government departments, community groups, the media, business and schools.

3. Area of Interest: information on the western region of a capital city which is relevant to users and providers of services.

4. Aims of Information Services: to improve the quality and range of services provided in existing information services in the region; to establish new information services and outlets in the region; to build a regional data and information bank; to provide information consultancy to local government; to carry out and encourage research on matters affecting the opportunities and circumstances of residents; to facilitate the flow of data and information to key decision-makers and residents; to identify needs and resources; to improve government response to needs in the region.

5. Information Services Provided:
   - facilitate information exchange between groups through organisation of meetings
   - publication of compilation of statistical information on the region; newsletter
   - access to reports, and data on the region
   - access to specialised data-bases developed in-house in e.g. labour market
   - advice on information services and systems
   - access to library collection
   - compilation of directories, listings, bibliographies
   - response to queries
   - advice and stimulation of research
   - access to some office equipment on fee basis.

6. Information Collections:
   - computer-based data bases, developed in-house
   - library collection

WOMEN'S RESOURCE CENTRE

1. Type of Organisation: part of a state government department, but uses some volunteer workers and funding from a variety of sources.

2. Access Policy: open to all women.

3. Area of Interest: major categories are health, welfare, housing, finance, child care, family law, pensions and social security; specialist professionals for women; women in non-traditional areas, e.g. female tradeworkers; women's organisations; current womens issues; referral information to services at state and federal level.

4. Aims of Information Services: to provide a specialised information and referral for the women

5. Information Services Provided:
   - provide answers to queries in person or by telephone
   - referral to appropriate sources
   - prepare submissions
   - prepare publications
   - provide speakers on specialist topics
   - access to information resources

6. Information Collections:
   - pamphlets and handouts from a range of organisations
   - kits on specific topics.

4: THE INFORMATION ENTERPRISES: CATEGORIES AND GENERAL SUMMARIES OF CHARACTERISTICS

4.1 Introduction

As indicated in Section 2 on methods used for the study, two major types of information enterprise were concentrated on. These were:

1. Information Management Enterprises (IME)

2. Information Service Enterprises (ISE)

Little difficulty was experienced in identifying the basis of this division of the enterprises under study. However, when it came to further developing sub-groups or categories of these two broad types of enterprise, as required by the aims of the study the identification of a framework proved problematic. Sub-groupings were attempted on several bases, such as funding sources, major services provided, stated aim, place in, and relationship to, wider organisations and so on. None of these proved either fruitful or conceptually unambiguous. Finally an approach was developed which focused on the motivation or purpose for provision of service. This in the event was found relatively unambiguous and appeared at the same time a useful basis for the categorization of information enterprises.

No strong claim is being made that the categorization is 'cast-iron' in application. The researcher in determining purpose and motivation for information service provision had to rely on an extremely diverse range of materials and information. Had deeper exploration and discussion with service providers been undertaken it might have been discovered that the materials were perhaps out-of-date, that they had been incorrectly interpreted, or that the orientation of the enterprise had changed. The judgements however, had to be made for practical reasons on the available information, given the exploratory nature of the study, and the researcher has some confidence in their validity.

In brief the categories of information enterprise identified were:

A. Information Management Enterprises
   1. Community Based Information Management Enterprises
   2. For-profit Information Management Enterprises

B. Information Service Enterprises
   1. Community Welfare Information Service Enterprises
   2. Special Interest Information Services Enterprises
   3. Information Services Enterprises Designed to Promote the Interests of an Organisation or Group
   4. Information Services Based on Information Brokerages
      a. Resource Providers
         (i) Computer-based Resource Providers
         (ii) Print-based Resource Providers
      b. Factfinders

The fictitious names of information enterprises assigned to the various categories and on which the summaries below are based are indicated in Appendix 5. Summaries of the characteristics of the categories of information enterprise studied, follows.

4.2 Characteristics of Categories of Information Enterprises

a. Information Management Enterprises

The primary role of the Information Management Enterprises (IME) studied is to provide consultancy, advice, and other general support to enterprises (and information organisations in general) which provide direct service to individuals and groups of information users.

There were two broad types of IME identified:

1. those with a community base operating on altruistic principles and in the general area of community information (1)

2. organisations operating on a for-profit basis, many with an orientation towards organisations serving the business community.

1. Community Based Information Management Enterprises

While they have a community base all of these organisations receive a substantial part of their funding from state and local governments. They have common concerns, yet each has a specialist interest in the community information field. These range from government information and self-help to the development and promotion of the totality of information services in a given geographical area.

In several cases these enterprises maintain substantial information collections, and make them available to other organisations. In a few cases they also deal with enquiries from individuals, supplying facts or referral as appropriate.

A distinguishing feature of the community based IMEs is their political basis. They act as lobbying groups to improve, for example, government services in particular areas such as housing, but also work to improve the overall status and funding of information services by government.

The motivations and aims of the enterprises are based on altrustic principles and although these stem from a range of political ideologies, there is a common underlying belief, namely that people have a right to

---

(1) Community Information has been described by McIntyre et al (1980) as "information that people believe they have a right to know, an obligation to know, and a need to know for meeting everyday living requirement, for improving their lives and well-being, for influencing the nature of their communities, and for advancing communities of interest."

information, particularly that information from and about government which affects the everyday life of the individual. (1) There is also an assumption that sharing of information and other co-operation results in better quality of service provided by individual organisations.

The major consultancy and support activities provided by these enterprises include:

- publication or manuals, guides, systems for use by information workers in a range of information organisations.
- stimulation of information interchange between all information organisations, but particularly among those based in the voluntary sector.
- compilation of information packages on various topics or issues to be used by a range of other enterprises.
- advice on information systems suitable for community-based agencies.

The collection of materials and information on which these enterprises base their activities are most frequently based on card indexing systems and collections of ephemeral materials such as those distributed by government departments and other community service providers. One of the services reported however that it has access to computer-based collections of statistical data. This latter would be the exception rather than the rule among community-based organisations such as these.

2. Information Management Enterprises For-Profit

The primary role of the IMEs seeking to make a profit on their activities is to provide consultancy to other information organisations. They are frequently oriented towards providing this advice in the area of automation.

These IMEs vary in scale, but numerically what might be described as 'one-man-bands' were in the majority in this study. The enterprises operating on this basis are often based on an individual's home and judging from the materials supplied would appear to operate on a personal recommendation and referral system rather than by wide or sophisticated advertisement of their services. The general orientation appears to be towards the business community, but there is nonetheless variety in this as one IME specialised in matters relating to cartography and geography, particularly within larger institutions such as libraries, yet another IME was aimed at school libraries.

---

(1) For further discussion of information ideologies see Lovelace (1979).

Some of these IMEs provide services of the type provided by Information Service Enterprises (see below) but differ from the ISEs in that the ISEs are from their own description more oriented towards provision of answers and responses to other organisations or to individuals, and do not provide information management consultancy.

The main services provided by IMEs operating on a for-profit base are focused on:

- consultancy on information management problems
- compilation of publications, e.g. reviews in client's area of interest
- provision of editorial services

While some for profit IMEs report that they have access to library and other collections of information, these tend to be the resources of other enterprises i.e. the IMEs operating on a for-profit basis, appear not to maintain anything other than minimal reference resources.

B. Information Service Enterprises

Information Service Enterprises (ISE) are based on the gathering and systematic arrangement of information in any format, the provision of responses to enquiries based on that collection of information. Some ISEs are also involved in the provision of information packages tailored to an information user's specification.

Several sub-groups were found within the general category of ISE:

1. enterprises concerned with promoting general community welfare and based on altruistic motives
2. enterprises provided to allow pursuit of special interests,generally on a non-commercial basis
3. enterprises designed to promote the general interests of a particular organisation, industry or group. The interests are related to financial gain and/or political influence.
4. enterprises established for the primary purpose of providing an information service to individual enquirers on a for-profit or break-even basis e.g. information brokerages.

The main characteristics of these categories of information enterprise are described below.

1. Community Welfare Information Service Enterprises (1)

This group of ISEs is concerned with the promotion of the welfare of the community at large. Its sphere of interest includes not only welfare and narrowly defined aid services for individuals, but broader issues of community development and the environment. These ISEs direct themselves in some cases to special groups, e.g. people with disabilities, cancer patients. In other cases they are directed to dealing with issues such as human rights, consumer affairs. (2) Like the community-based Information Management Enterprises which aim to provide consultancy and support to this group of enterprises, the funding comes substantially in most cases from government sources.

In addition to providing responses to questions, this type of ISE is heavily involved in creating community awareness on issues and problems. Several play a strong political role in lobbying industry, government and are deeply involved in political process from local to international levels, compiling submissions and providing speakers to the media and interested groups. There is one notable exception to this generalisation and that is a referral service based in Canberra which aims simply to put enquirers in touch with appropriate sources of information on the environment, and has no overt political orientation.

Most of the ISEs in this group publish a newsletter of some sort, and several are involved in disseminating selected information on a regular basis, to the media. Many of the ISEs also provide facilities for like-minded groups or organisations to hold meetings, use office equipment and so on.

In summary the mainstream information services provided by these ISEs are

- responses to enquiries
- publication of newsletters and other information packages
- preparation of special reports, submissions and displays in an area of interest
- dissemination of information on a regular basis
- provision of facilities for groups with common interests

The collections of information on which this type of ISE is based vary from a sophisticated large library-based collection with access to local and overseas data-bases to a collection of ephemeral materials arranged in a rudimentary fashion by broad subject in cardboard boxes.

---

(1) The term 'welfare' is used here in the sense of the general 'good' of the community, rather than to infer a welfare service or welfare work connection.

(2) See Begg et al (1985) for a general overview of the area.

2. Special Interest Information Service Enterprises

This type of ISE is based on special subject interests of community groups and individuals. They allow pursuit of hobbies and interests at a recreational level, but several have developed their base to a level of sophistication whereby the collections and services are used also by professionals in the field.

The philosophy underlying some of these services and the philosophy of some of the ISEs based on concern for community welfare (previously described) have much in common, however it may be argued that while the community welfare ISE is concerned with social and humanitarian issues, the special interest ISE is more focused on pursuit of intellectual rather than practical matters.

One of the enterprises listed in this category does not provide a service of responding to individual enquiries, however, from the literature of the organisation this appears to be a matter of expediency owing to staffing shortages rather than a philosophical stance.

This type of ISE depends to a great extent on funds from members to supply finances to keep the organisation afloat, and volunteers are used extensively.

One of the ISEs provides courses to train genealogists, and publishes manuals of technique on use of its information collections.

The main services of this category of ISE are

- provision of access to specialised library collections
- provision of responses to queries
- publication of regular newsletters, journals.

The information collections on which these ISEs are based are substantial in extent, and include manuscript materials and microforms.

3. Information Service Enterprises Designed to Promote the Interests of an Organisation or Group

The main purposes of these enterprises is, by provision of information to enquirers and the community at large, to promote the financial and/or political interests of an organisation or group. The type of information dealt with therefore relates to a product or general service or to the long-range ambition of the parent organisation as a whole. (1)

---

(1) One exception to this might be a bank which provides a community information service to migrants. However, this is provided only in a banking context and aims to serve potential and actual bank customers only.

While these enterprises frequently provide information services to specialists in their area of interest, e.g. industries which utilize a particular metal, they all provide an information service which is accessible to some degree by members of the public at large. The level, i.e. subject-complexity of the information provided, varies form highly specialised to a level appropriate for non-specialists.

Within this group of ISEs, a wide range of type of organisation is represented. Some of the enterprises stem from the public sector as colloquially described e.g. an enterprise based on a co-operative activity of five state government departments. Other examples are based on a stock exchange, a trade union, an association of business people, and a co-operative of companies working in the mining industry. There is also a group of enterprises which is operated by political entities (governments, organisations) from outside Australia. Some enterprises are heavily involved in promoting international trade, one at least is concerned at the more basic political level i.e. to influence the thinking of opinion leaders on a middle east political issue.

The financial basis of these enterprises is as varied as the range of organisations. All offer a free service to enquirers, although a few charge for other specific services.

While a primary purpose is to provide responses to individual enquiries, equally as important would seem to be the dissemination of information to the public at large. In this case there is a distribution of information as a result of a decision by the enterprise or its parent organisation that certain information should be brought to people's attention. These dissemination exercises are often aimed at the general public through media campaigns or by direct marketing to selected individuals and organisations. Most enterprises in this category also produce a newsletter, and supply displays, speakers and materials for activities which promote either the use of the information enterprise or a product or service of the organisation as a whole. Several enterprises prepare specialist reports and other in-depth materials.

Frequently occurring services in this category of enterprises include:

- provision of access to specialised collection of materials, and in some cases collections held overseas by affiliated organisations
- responses to questions
- dissemination of information packages such as newsletters, kits, promotional brochures, current awareness bulletins, indexes
- provision of displays, lectures about the enterprise itself and the parent organisation
- provision of materials such as films on loan to institutions or groups
- provision of a bookshop service.

All of the enterprises studied in this category had access to their own systematically arranged information collection. Some were highly sophisticated on-line systems developed by the enterprises themselves, but more typical was the situation of a small collection, with access in some cases to overseas collections. (These were either public on-line data bases, or information collections housed e.g. in libraries at the parent organisation's headquarters).

4. Information Service Enterprises Based on Information Brokerages

This type of ISE is based on the provision of information as the primary business of the enterprise. In many cases these businesses or information brokerages are stand-alone businesses, in some cases they are divisions of larger organisations, in the communications business in general. They differ from those IME's which also operate on a for-profit basis in that they are aimed at provision of information service directly to end-users rather than advising other information organisations on how best to provide information service.

These ISEs are of two main types:

a. ISEs concerned with compilation and maintenance of information collections which are then used largely on a self-serve basis by end-users or other information organisations on a self-serve basis. These may have been termed 'Resource Providers'.

b. ISEs which access their own or other information organisations collections of information in order to provide an answer to an end-user in another information organisation. These may have been termed 'Factfinders'.

a. Resource Providers

The primary activity of these ISEs is the compilation and maintenance of collections of information, which are made accessible to end users of information or to other organisations. They differ from, say, traditional libraries in that in addition to providing access to information, the information is available packaged to the end-users specifications or enquiry. They also differ from libraries in that they do not provide the physical environment within which the information user uses the information provided.

With respect to the general publishing industry, the line dividing these ISEs from publishers is even finer than that dividing libraries and resource providers. The important difference seems to be that in the case of the Resource Providers, the user has more opportunity to specify an information need, and the output of the service is therefore more tailored to individual need than the output or product of a general publisher with recent developments in the publishing area, this distinction could well disappear.

Two types of Resource Provider were identified in the course of the study, one based on provision of computer data-bases, another on provision of print materials.

(i) Computer-Based Resource Providers

These enterprises are primarily concerned with the maintenance and provision of access to computer data-bases which are designed for public use or are for use by a group with a specialist interest. They cover such areas as law, the tourist industry, statistics, agriculture and provide information in textual, numeric or bibliographic form. A major distinguishing feature of this type of Resource Provider is the capacity to produce an information package tailored to individual needs on a one-off or continuing basis.

The Resource Provider gives access to the information collection on a self-serve basis e.g. the enterprise itself expects end-users (or information workers operating on behalf of end-users) to directly interface with the information collection. Although this type of enterprise does not in effect provide a mediation service (one Resource Provider only does this), it does provide training in the effective use of the information collection.

In some cases the Resource Providers examined were responsible for the compilation of the information contained in the data-bases. In others the data-bases were provided from a variety of outside sources, with only maintenance of the data on computer undertaken by the Resource Provider. Many of these Resource Providers provide an electronic mail system also, as a by-product of the system.

Several Resource Providers offer the additional facility of maintaining private data bases with access to software which allows information retrieved to be reformatted e.g. numeric data may be converted to graph or table form.

All of the computer-based Resource Providers operated on a for-profit basis, with the major motivation presumably being to make money on the service.

(ii) Print-Based Resource Providers

These print-based enterprises differ very little conceptually from the computer-based enterprises. The different technological base does however mean there are some differences in output.

The print-based Resource Providers are primarily involved in compiling and distributing print-based information packages. The coverage of the packages ranges from specialist matters e.g. business and technology to generalist areas such as current affairs and politics. The information packages are supplied on a regular basis and to the general specifications as determined by an information need profile.

All of these Resource Providers operate in the private sector. The major difference between these Resource Providers and the computer-based Resource Providers appears to be that the computer

based Resource Providers have the potential to supply specific answers to specific questions on a one-off or continuing basis while the print-based Resource Providers aim to provide general information or background on a topic and on a continuing basis. In other words the current awareness function of the print-based Resource Provider is uppermost.

The main services provided by Resource Providers as a whole are:

- provision of access to collections of information
- compilation of information packages e.g. evaluations of products, state-of-the-art reviews, current awareness bulletins related to a needs profile specified by an information user
- publication of newsletters, directories and other material about the service
- maintenance of private data bases
- conduct of seminars and provide speakers on specific interest areas
- provision of communication facility between users of a computer-based information system
- provision of referral to other sources of information
- access to soft-ware for re-formatting information.
- acquisition of documents as required by client.

b. Factfinders

These enterprises are primarily concerned with finding, on behalf of end-users, answers to specific questions. Some of the IMEs described earlier, also provide this to some degree, but not with the emphasis and to the level of the Factfinders enterprises.

While most of these enterprises respond to any request for information, regardless of topic, they tend to have some level of specialisation in coverage or audience to which they are oriented. For example one enterprise focuses on coal and related areas, another on providing building information, and several are oriented to the needs of the business community.

A perusal of the literature provided by the Factfinders in the study suggested a general operational philosophy based on flexibility and speed. Factfinders as a whole give assurances that information required will be delivered speedily and in any form required.

Most of the Factfinders provide adjunct services. These range from translations, preparation of abstracts, location and delivery to the user of

documents requested. Several of these enterprises are notable also for the fact that they have access to personnel with in-depth knowledge of particular subject areas, and are in a position to produce original research documents, state-of-the-art reviews and other authoritative materials. In some cases it is clear that the information workers have this subject knowledge, in others that the enterprise has access to a network of specialists. Several of the Factfinders enterprises also provide information management consultancy. In summary, the Factfinders enterprises supply the following services:

- responses to queries in textual, numeric or bibliographic form (written or spoken word)
- synthesis of information based on analysis evaluation of subject material e.g. state-of-the-art reports, literature reviews
- provision of current awareness service on nominated topics
- delivery of specified documents to an end-user including bookshop service
- information management consultancy
- compilation and publication of information packages, e.g. directories, newsletters, reference materials

Some Factfinders have substantial resources within their own organisations. The norm however seems to be that these enterprises are based on a minimal in-house reference collection of materials, plus access to a range of local and overseas data-bases (such as those provided by the Resource Providers, described above). Documents, when required, are located direct at the place of origin or in library collections where they are borrowed or copied as appropriate for the end-user.

4.3 Summary of Services Provided by Information Enterprises

Table 1 which follows presents a summary and categorization of the services provided by the information enterprises studied. The summary is based on data contained in the individual information enterprise profiles under the heading 'Information Services Provided' and indicates the number of enterprises which provide each service. Some 4-5 services were not included in the Table as they were considered to fall outside the focus of the present study, and the parameters of the information flow process as conceptualised in the draft model. An example of such a service is 'Fieldwork for Market-Research'.

The categorization of the services into six broad types was derived by grouping services with a common focus which could in turn be related to the draft information transfer model.

Table Summary of Services Provided by Information Management Enterprises (IME) and Information Service Enterprises (ISE) with Frequency of Occurrence

	IME	ISE
1. Provision of Answers to Queries		
. provide access to collections of information on a self-serve basis	5	32
. provide responses (factual, bibliographic, numeric, etc.) to individual queries generated by information users	2	44
. provide access to loan collections of materials and equipment		3
. provide referral to other sources of information in response to individual enquiries (1)	2	14
. provide up-dating information on a regular basis on topics nominated by end-user	0	17
2. Information Packaging		
. compile information packages based on information worker specialist skills e.g. bibliographies, newsletters, directories	12	29
. compile information packages based on "subject" expertise based on analysis, evaluation and synthesis of information related to the enterprise's area of interest e.g. state-of-the-art reviews, displays, research reports	6	25
. publish information resources on subjects related to the enterprises area of interest e.g. kits, textbooks	1	15
. organise and participate in activities related to the area of interest of the enterprise e.g. lectures, workshops	0	17
3. Communication		
. disseminate information to a mass audience, other than members of the enterprise	2	7

(1) This service seems to have been subsumed by many agencies as part of the general service of providing responses.

	IME	ISE
. provide communication facility via a computer network to allow users of the enterprise to communicate with each other	1	7
. provide translation service	0	2
4. Promotion of Services		
. organise and participate activities to promote use of the services provided by the enterprise	1	12
. provide training in the use of specific facilities provided by the enterprise e.g. on-line data bases, library collections	2	6
5. Document Supply		
. supply personal copies of specific documents generated outside the enterprise on request	1	15
6. Information Management Consultancy		
. provide advice and consultancy on information systems and services	15	5
. provide information organisation services e.g. cataloguing and classification	1	
. compile materials on provision of information service e.g. manuals for information workers	2	
. undertake editorial work on behalf of other enterprises	1	
. arrange co-operative activities between information enterprises	3	
. educate information workers e.g. skills up-dating	2	3
. provide access to information management facilities on computer		3
. provide software for information management on computer	1	1
. provide access to office and meeting facilities	1	

5: INFORMATION ENTERPRISES AND THE INFORMATION TRANSFER PROCESS

In addition to providing summaries of the general characteristics of information enterprises and the general descriptive framework for the analysis of information services, the study sought to relate the enterprises and their activities to the wider information transfer process and to develop a model which would demonstrate this.

In the final stages of the study, the draft model used in analysis of the data provided on services was revised in light of the findings of the study. The revised model follows and essentially seeks to describe a continuous and regenerative process of information transfer from generation to point of use and assimilation.

Notes on the Model

Reference to the model will show that at the point of the process when 'interpretation' (14) is complete the loop branches in two. This branching is to accommodate the fact that in some cases only in the information transfer process does evaluation and synthesis at level II (i.e. based on deep subject-knowledge) occur.

The generation of information: (1) is the role of authors, scientists, environmentalists, or whoever generates ideas or information. As a result of the generation of information, manuscripts (newsletters, books, reports, photos, data-bases etc.) are composed (2). The composition function refers to the formal recording, editing, reviewing and so on of the manuscript. When a manuscript is in a form in which it can be communicated it is recorded (3). These last two functions are primarily those of authors, publishers, editors and reviewers, but some information enterprises are involved in those processes also.

Traditionally the reproduction (4) and distribution (5) functions are the role of the publisher, but again many enterprises are involved in these functions. The authors and their colleagues also play an important role in reproduction and distribution. Screening (6) is a process to discover information by scanning newspapers contents pages, lists of new materials, data banks and so on. The selection (7) of information requires the application of criteria relating to the potential of the information to meet present or anticipated need.

Although many individuals acquire information resources, and may store them, the task of collection and storage (8) is primarily the role of information centres, libraries and other types of information systems.

Information systems and services also have an important role in organisation and control (9) functions. In addition to collecting information and publications, libraries and other information systems provide access (10) to these materials through listing, cataloguing, classifying, indexing and other related procedures. Also the physical facilities may be provided whereby the end user may use a particular collection, or a reading room or borrow a portable terminal. Alternatively, the library or information service might deliver a copy of an item to the person requesting it.

Searching (11) for information is based on a knowledge of sources of information in all formats, and the development of a systematic search plan

and is carried out either by the end-user or an intermediary such as an information officer, acting on behalf of the end-user.

The retrieval (12) of information by means of processes such as on-line searching of information-retrieval systems or use of catalogues is accomplished either by the user directly or by an intermediary such as an on-line searcher, or a research assistant, for example.

The analysis (13) of information involves the breaking down of an information resource into its constituent parts, so that the salient points may be identified. Interpretation (14) involves the translating of the meaning of the information for the potential user. For example, a community information worker will interpret the meaning of a local government regulation for an enquirer, unfamiliar with the law or a reference librarian will interpret the meaning of an encyclopaedia article for a child completing an assignment. At a more technical level a subject specialist will interpret the meaning of new information for a fellow research worker.

Evaluation at level 1 (15 (i) a) involves the application of criteria related to the package and format of the information e.g. publisher's reputation, currency of information in the database. Synthesis at level 1 (15 (i) b) involves putting information from a number of sources to create new text e.g. bibliography, newsletter, database.

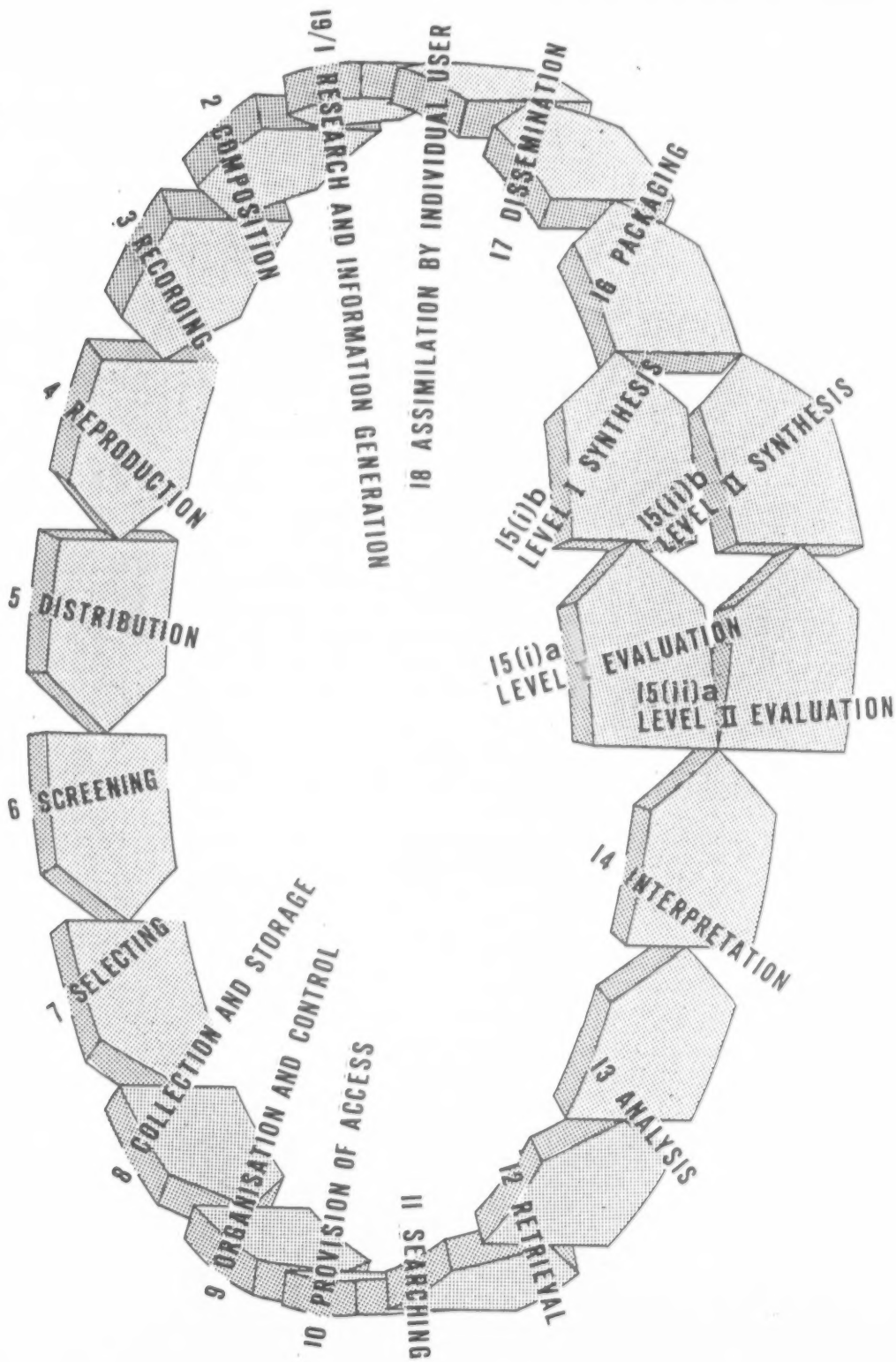
Evaluation at level II (15 (ii) a) usually requires deep subject knowledge in regard to the information being evaluated. It involves application of criteria related to substance of the information, examining aspects such as the logic behind the reasoning, or the research methods used in an empirical study. Synthesis at level II (15 (ii) b) involves again an extensive interaction with the substance of the various pieces of information as it is reformed into a unique structure or pattern such as a state-of-the-art review. Packaging (16) an information product involves putting the information into a form which is usable, e.g. a package of readings, a computer print-out or a display. It may also require that information is changed from one format to another, e.g. a press release is written on the basis of a report, a tape-slide presentation is used to convey material previously in written form.

Dissemination (17) covers the distribution processes, including marketing of information products, and distribution to mass audiences.

Assimilation (18) by the user is the least tangible, and is the stage at which the user's knowledge is altered, and in many cases starts the information spiral again through creative work or research and generation of information (19).

The process is presented as a loop because it is continuous and regenerative.

Role of Information Enterprises in the Information Transfer Process



6: CONCLUDING COMMENTS

The validity of the general belief that there is a substantial information industry in Australia is strengthened by the results of the exploratory study on which this report is based. The area studied however, represents, it is believed, only the tip of the iceberg, as it concentrated on those information organisations which were:

- highly visible, by virtue of their mandate to provide service to the general public. This approach eliminated organisations providing essentially private information services, and those embedded within larger organisational structures.

- operating on a relatively limited concept of information service i.e. on provision of information on the basis of need specified by clients themselves and access to systematically arranged information collections. This approach eliminated, for example, information provided on the basis of personal subject knowledge or expertise, by the media, and by public relations and publicity organisations.

Future research in the area should be aimed at expanding the knowledge of the variety of information organisations in Australia.

While the study set out to develop generalisations about some categories of information services, i.e. information enterprises, this was not, in the researchers view, achieved entirely to satisfaction. To begin with there were ambiguities in the data used as a basis for categorization. Research methods based on personal visits and a more structured approach to data collection based on results of this study, would, it is believed, yield less ambiguity in data collected in the future. Also it proved difficult with the relatively small number of enterprises involved, to develop a conceptual framework which was unambiguous in application. Further work needs to be carried out on this area and it is believed that the approach to categorization used, namely on the basis of the purpose of the enterprise is both useful and discriminating.

In general the researcher found that the participating organisations were helpful in providing information particularly when personal phone calls were made. However, the helpfulness was often, it seemed, based on an inadequate concept of what information services do as a whole. Even more striking was the lack of understanding of what an information enterprise could do. This was, most likely, a reflection of the background and training of the information workers involved and their level of education in the area, but there was little evidence of linkages between information services or workers at a formal or informal level to discuss and explore areas of mutual interest (or in some cases, conflict). It is believed that professional associations in the information area, and post-secondary colleges and universities educating for information work could play a useful role in providing linkages and a neutral forum for information enterprises. The associations and educational institutions will, however, need to take the initiative in persuading the information enterprises that they have something valuable to offer.

7: REFERENCES

Anderson, J.M. (1983) "The role of the private sector in Australia's information industry". Australian Library Journal, Vol. 32, No. 1, pp. 15-23.

Anthony, L.J. (1982) Handbook of Special Librarianship and Information Work. 5th ed.; edited by L.J. Anthony. London, Aslib.

Association of Self Help Organisations and Groups (1984). Some Self Help and Community-based Organisations. Glebe, N.S.W.: ASHOG.

Atherton, P. (1977) Handbook for Information Systems and Services. Paris, Unesco.

Begg, J., et al (1985) "Community information services" by J. Begg, L. Beauregard and H. Clayton in Information Agencies: Background Reading. 4th ed. Lindfield, N.S.W., Kuring-gai College of Advanced Education, pp. 19-27.

Borrie, G. (1982) Advice Agencies: What They Do and Who Uses Them. London: National Consumer Council.

Bourne, V., et al (1982) Library and Information Work: the Employment Market. Sydney: Library Association of Australia. 2 vols.

Broadbent, M. and Kelson, D. (1984) "Information brokers in Victoria: doing what for whom and how". Australian Library Journal, Vol. 33, No. 4, pp. 13-21.

Browne, M. (1984) "Non-specialist information agencies", in Information Agencies: Background Readings. 3rd ed. Lindfield, N.S.W., Kuring-gai College of Advanced Education, pp. 9-18.

Browne, M. and Juchau, M. (1978) LINC: Libraries and Information for the North Coast. 2 vols. Sydney, State Library of New South Wales.

Bryan, H. and Horacek, J. (1983) Australian Academic Libraries in the Seventies: Essays in Honour of Dietrich Borchardt. St. Lucia, University of Queensland Press.

Bunch, A. (1982) Community Information Services. London, Bingley.

Debons, A. et al (1981) The Information Professional: Survey of an Emerging Field. New York, Dekker.

Directory of Australian Associations (1984) 3rd ed. Melbourne, Margaret Gee Media Group.

Directory of Australian Databases. (1984) Hawthorn, Vic.: Australian Database Development Association.

Directory of On-Line Search Services (1984) Edited by A. Byrne. Adelaide, AUSLIB Press.

Greycar, A. (1982) Informal, Voluntary and Statutory Services: the Complex Relationship. Unpublished paper. Kensington, N.S.W., University of New South Wales, Social Welfare Research Centre.

How and Where Directory: an Index to Sources of Information. (1982) 5th ed. Sydney: School Library Association of New South Wales.

Information Consultants, Freelancers and Brokers, 1984. (1984) Edited by J. Goddard, E. Hsieh, M. Warklyn. Melbourne, Information Management and Consulting Group.

Jones, B. (1982) Sleepers Wake! Melbourne, Oxford University Press.

Kahn, A.J. et al (1966) Neighbourhood Information Centres: a Study and Some Proposals. New York: Columbia University School of Social Work.

King, D.W. (1981) Telecommunications and Libraries. White Plains, N.Y., Knowledge Industry Publications.

King, D.W. et al (1980) "Profile of ASIS Membership". Bulletin of the American Society for Information Science, Vol. 6, No. 6, pp. 9-17.

Lane, N. (1983) "Librarianship: a profession in context" in The Library Workforce: Proceedings of a National Conference, 1982. Melbourne, Library Association of Australia, Education for Librarianship Section, Victorian Group.

Lansley, L. and Cree, J. (1984) Feasibility of the Library Association of Australia Undertaking a Short Survey of Information Scientists in Australia. Unpublished paper. Sydney, L.A.A.

Levitan, K.B. (1982) "Information resource(s) management" - IRM Annual Review of Information Science and Technology, Vol. 17, pp. 227-266.

Local Community Centres in New South Wales. (1984) Sydney, Local Community Services Association.

Lovelace, E. (1979) Community Information Services in New South Wales Public Libraries: An Evaluation of a Study. Sydney, CISS and the Library Council of New South Wales.

McHarg, M. (1981) "Issues of public and private in the health domain" in Commission of Enquiry into the Efficiency and Administration of Hospitals: Selected Studies, pp. 7-11. Canberra, A.G.P.S.

Machlup, F. (1982) The Production and Distribution of Knowledge in the United States. Princeton, N.J., Princeton University Press.

McIntyre, J., Burke, J. and Lovelace, E. (1980) "Community information networks" in Science for a Sustainable Society: Communication Papers Given During the 50th Jubilee Congress of ANZAAS, University of Adelaide.

McKinnon, M. (1983) Discussion paper on information science education outside library schools. Unpublished paper. Sydney, Library Association of Australia, Board of Education.

McMahon, A. (1967) The Personality of the Library: Prevalent Social Values and Attitudes Towards the Profession. Adelaide: Libraries Board of South Australia.

Moore, N. and Kempson, E. (1985) "The size and structure of the library and information workforce in the United Kingdom". Aslib Proceedings, Vol. 17, No. 1, pp. 1-16.

National Consumer Council (1983) Information and Advice Services in the United Kingdom: Report to the Minister of State for Consumer Affairs. London, National Consumer Council.

Porat, M.V. (1977) The Information Economy: Definition and Measurement. Washington, D.C., U.S. Department of Commerce.

Russell, H.M. and Hartwell, S.L., compilers (1983) Guide to Australian Agricultural Information Sources and Systems, revised 1983. Melbourne: Department of Agriculture, Victoria for the Agricultural Information Liaison Group of the Standing Committee on Agriculture.

Saracevic, T. and Wood, J.B. (1981) Consolidation of Information: a Handbook on Evaluation, Restructuring and Repackaging of Scientific and Technical Information. Pilot edition. Paris, Unesco. (PG1-81/WS/16).

Schauder, C. (1984) Information Professionals in Victoria - a librarian's viewpoint. Report on Staff Development Programme ... 1984. Unpublished paper. Melbourne, Vic.: Royal Melbourne Institute of Technology, Department of Librarianship.

Sewell, W. (1978) Study of Federal Library/Information Service Staffing as Affected by Classification and, etc.... Washington, DC, Federal Library Committee (NTIS reports) PB 291-540.

Sinclair, D. (1980) 'Services offered within the library" in Altman, E. editor, Local Public Library Administration. Chicago, American Library Association, pp. 101-179.

Slater, M. (1984) "Alternative careers for library-information workers." Aslib Proceedings, Vol. 36, No. 6, pp. 277-286.

Weisman, H. (1972) Information Systems, Services and Centres. New York, Becker and Hayes.

Willard, P. (1983) "Early career experiences of graduates from the Diploma in Information Management - Librarianship, UNSW: results of a survey". Australian Academic and Research Libraries, Vol. 14, No. 2, pp. 91-98.

APPENDICES

APPENDIX 1

COMMISSION OF INQUIRY INTO THE

EFFICIENCY AND ADMINISTRATION OF HOSPITALS

VOLUME 3
SELECTED STUDIES

DECEMBER 1980

Australian Government Publishing Service Canberra 1981

CHS

To:
Mr J. H. Jamison, OBE
Chairman
Commission of Inquiry into the
Efficiency and Administration of Hospitals

ISSUES OF PUBLIC AND PRIVATE IN THE HEALTH DOMAIN:

How can incentives be changed to increase effectiveness, improve efficiency, and contain costs in health services delivery?

From:
Malcolm McHarg, Managing Consultant
CHS Consulting Pty Ltd

8 December, 1980

CHS

7

Although there is really very little in the provision of hospital and medical services which is clearly in the private sector, a distinction which does have some relevance in analysing the health domain is that between an 'agency' and an 'enterprise'.

An agency is defined as an institution which more responsive to political constraints than it is to market forces. A recognised hospital is an example of an agency. For political reasons, it is very difficult to close a recognised hospital. Recognised hospitals do not become illiquid and go out of business. With an agency, such as a recognised hospital, the community tends to pay for the services whether or not there is a demand for them. Action by patients and the community to substitute certain hospital outputs with alternative services tends to be general rather than specific. The pricing mechanism does not work to effect change.

An enterprise is an institution (or organisational arrangement) which is more responsive to market forces than to political constraints. Community and proprietary hospitals are examples of enterprises. With an enterprise, if there is no demand for a particular service, then it is unlikely to be supplied. In contrast to the recognised hospital, community and private hospitals can become illiquid and cease functioning.

8

2.2 *Some Issues of Public and Private*

Organisational arrangements, approaches to management, and the agency-versus-enterprise concept are useful tools for differentiating degrees of publicness or privatness in the provision of hospital and medical services.

The major features which differentiate between different mixes of public and private in the health domain are to be found in basic differences in the way in which institutions and interests:

* Are owned, organised, and managed
* Are reimbursed for their services.

In transactions with enterprises there is a price-utility relationship between the cost to the institution or interest in providing the service and the consumer's appreciation of the value of the service. If the value is too low relative to the price, the consumer will spend his or her dollars elsewhere. In transactions with agencies, however, the price of the service is underwritten by public and quasi-public subsidies. The higher the degree of subsidy, the less relevant is a price-utility relationship. In the extreme case, with no out-of-pocket charge to the consumer, there is no price-utility relationship.

2.21 The Recognised Hospital

The recognised hospital is clearly an agency. These hospitals are perceived as being publicly owned by the State and its citizens. At a high cost to efficiency, they are organised and managed as if they were an arm of Government. Out of a total of $2441 million of reimbursement for recognised hospitals in fiscal year (FY) 78, no amount was identified representing out-of-pocket private transactions. There can be no disputing the agency characteristics of recognised hospitals.

9

But does this high degree of publicness cause recognised hospitals to act in the public interest? Do they serve the residents of a community as a whole?[4] Are they directed to the promotion of general welfare? Or do they fulfil a particular function which does not include the interests of the areawide community or the promotion of general welfare?

Evidence before the *Commission of Inquiry* demonstrates that recognised hospitals can compete as actively as any enterprise for jurisdiction and function. There was ample evidence submitted to the Inquiry on the competitive position of teaching hospitals in advancing their interests and values. The Statutory Health Authorities in the States and Territories, the major financial intermediaries, and some professional medical and hospital associations all stated their belief that there had been undesirable, particularist behaviours by teaching hospitals. Those parties did not see the developments arising from these behaviours as serving either the welfare of citizens or the interests of Governments.[5] One legacy from these particularist behaviours has been the over-development of teaching hospitals on the fringe of the inner region in most of Australia's metropolitan cities.

Particularist interests and institutions can compete amongst themselves or against other particularist interests and institutions. Recognised hospitals, particularly teaching hospitals, can be very competitive among themselves. But the recognised hospital systems as a whole are currently engaged in sharp competitive behaviour for jurisdiction and function with enterprise hospitals. The enterprise hospitals comprise community and proprietary hospitals. In FY78, about 85 per cent of the $324 million reimbursement for the enterprise hospitals was by way of subsidy. Community-rated health insurance provided two thirds of the subsidy and the Commonwealth Government one third. Community and proprietary hospitals are therefore enterprises more in respect to the way in which they are organised and managed (and owned with respect to proprietary hospitals) than the way they generate their revenue. Where funding is concerned, community and proprietary hospitals have strong agency characteristics.

---

4 The areawide community could be the residents of a district, a region, or a State or Territory.

5 Governments, of course, have been known to link with these institutions on occasions in pursuit of competitive advantage in particular electorates.

Recognising that the rationalisation of Australia's recognised hospital system is in prospect,[6] the interests and institutions representing the recognised hospital system have insisted on a dual pricing policy for patients, which is designed to maximise their share of the potential market for hospital patients.

Part of the pricing policy is to hold prices for insured patients in recognised hospitals at artificially low levels to ensure a deflection of insured patients into the recognised hospital system. Since community and proprietary hospitals account for only 20 per cent of hospital output in Australia, given the economic characteristics of hospitals, a small deflection within the total market will have a substantial impact on the economics of these hospitals. This policy has had effect at a time when capacity among enterprise hospitals is being expanded. The other part of the pricing policy is to insist that every non-insured Australian has the right of free access to a recognised hospital irrespective of income or net worth.

It is generally recognised (although not generally acknowledged by either agency or enterprise hospital interests) that present mechanisms of reimbursing hospitals maximise the demand for this nation's extravagant levels of hospital capacity. The Commonwealth Department of Health, in its submission to the *Commission of Inquiry*, described the mechanism for reimbursing recognised hospitals as being: 'Conducive to high utilisation of hospital facilities and services by patients as, subject to their admittance as required by a medical practitioner, there is no financial restriction (to the patient) on the use of the facilities and services because they can be obtained free of charge.'[7]

In their drive to maintain and gain as much as they can of the market for hospital inpatients, agency hospitals are opposed to any form of consumer cost sharing of the types which apply to the enterprise hospitals. The policy benefits of discouraging needless utilisation of hospital services and deflecting some potential demand to more appropriate forms of care, whether institutional, ambulatory, or domiciliary, are conveniently ignored. In this respect, recognised hospitals competitively pursue self interest not only in relation to other hospitals but also in relation to alternative forms of medical care delivery. The agency characteristics of recognised hospitals provide no guarantee that they will act on behalf of the community as a whole and that their effort will be directed to the promotion of general welfare.

---

6 See the Commonwealth Government's Discussion Paper, *Report on Rationalisation of Hospital Facilities and Services and on Proposed New Charges*, 1979, and the Terms of Reference for the *Commission of Inquiry*.

7 The public policy implications of this and alternative policies on hospital reimbursement are discussed in Chapter Three of *Accounting, Reporting, and Budgeting* by McHarg and Clarke.

CHS

11

2.22 'Private' Medical Practice:
Enterprise Medicine

The organisational aspects of 'private' medical practitioners are unambiguous. Private medical practitioners are either sole proprietors, partners, associates, or the employees of same. The bill to patients is always rendered in the name of the principal or partnership. The professional responsibility and accountability of the principal or partners is at all times clearly identified. From an organisational perspective, the 'private' medical practitioner is clearly private.

When we look at the funding of 'private' medical services, however, this clarity suddenly blurs into the diffuse forms of the twilight zone between the dichotomy of public and private. Of the $1176 million dollars expended on 'private' medical practitioners in FY78, 53 per cent was a quasi-public subsidy from community-rated health insurance, 34 per cent was public subsidy reimbursement from the Commonwealth Government, while only 8 per cent represented direct payments from individuals. Other insurance payments amounted to 5 per cent of total reimbursements.

The practice of 'private' medicine in Australia combines both enterprise and agency characteristics. General practitioners are more towards the enterprise end of the scale, while procedural medical specialists have more agency components in their reimbursement.

There may be good social reasons why services provided by medical practitioners are in receipt of heavy public subsidies. Obviously private medical services produce private medical benefits, but it may be held that these benefits become diffused throughout the community and therefore produce public benefits which warrant public funding. There could be other explanations, however. It could be said that Commonwealth Governments went through a period, during the seventies, when they were eager to find vehicles for extending their political patronage to the electorate. Services provided by medical practitioners were a convenient vehicle by which to advance these goals, and therefore attracted higher levels of subsidy. It could also be said that this drive by Governments was reinforced by health administrators who were eager to have more influence over the behaviour of the more autonomous parts of the medical profession.

APPENDIX 2

King, Donald W., et al. Telecommunications and Libraries: A Primer for Librarians and Information Managers. White Plains, N.Y., Knowledge Industry Publications, 1981. 184 pp. (The Professional Librarian Series).

8 TELECOMMUNICATIONS AND LIBRARIES

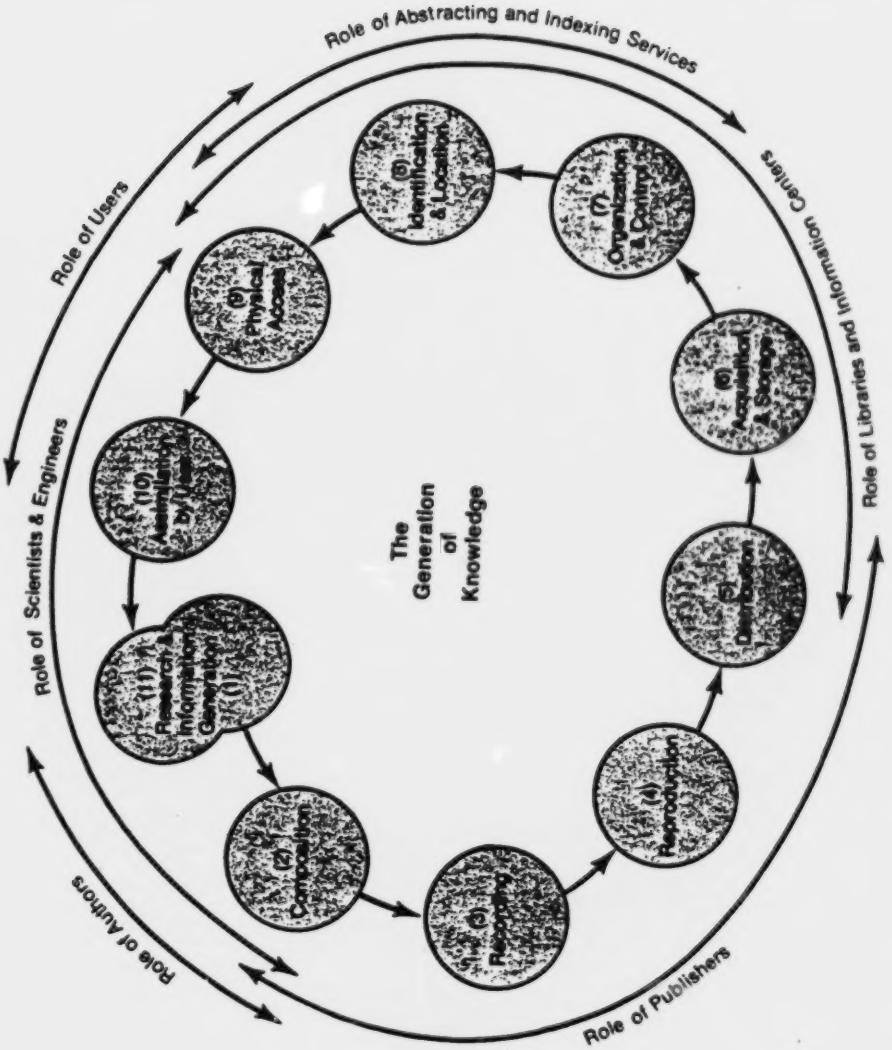
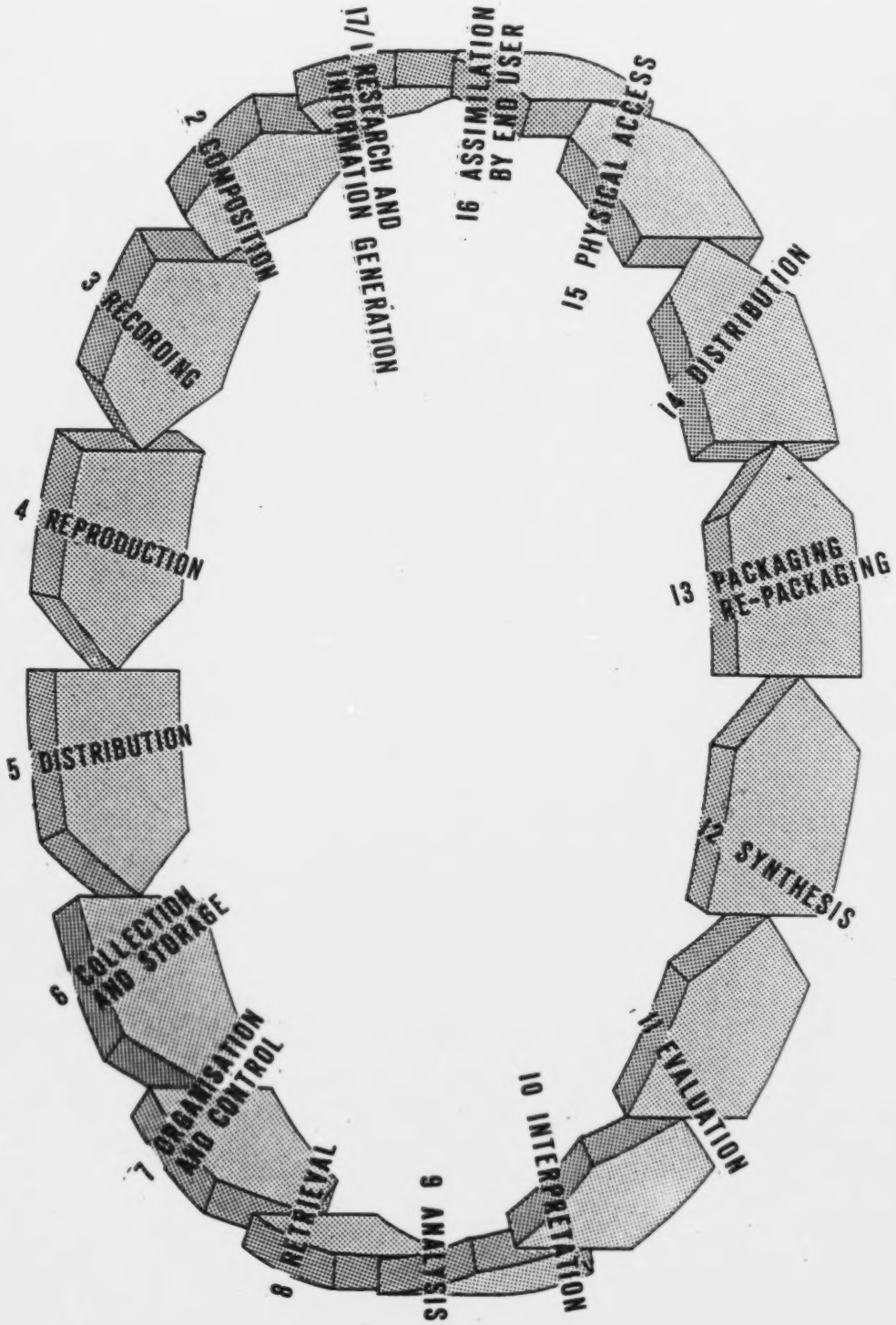


Figure 1.1 The Information Transfer Spiral

Source: King Research, Inc., 1977.

APPENDIX 3

Draft model of the Information Transfer Process incorporating work by King et al.



APPENDIX 4

Kuring-gai College of Advanced Education
Eton Road Lindfield NSW 2070 Australia
Postal Address Box 222 PO Lindfield 2070
Telephone 467 9200

Copy of Letter sent to Information Organisations.

Dear Colleague,

I am writing to seek your assistance with a survey of information services in Australia, which is being sponsored by Kuring-gai College of Advanced Education.

As you may be aware, there has been no systematic examination of information services provided within Australia, apart from services provided by libraries. I am seeking to fill this gap, by looking in particular at private and voluntary sector information services.

At this point I am simply mapping out the ground to be covered, by contacting the services I have identified to date, and asking for any printed material which might be available about the service in question. Hence this letter to you.

I should be most grateful if you could assist me by forwarding annual reports, brochures or other descriptive material from which I might glean background information on your services, activities and staffing patterns. Please mail any relevant items to 56 Boyce Street, Glebe, N.S.W., 2037. If I have not heard from you by two weeks after the date of this letter, I shall phone your office. In the meantime, if it is more convenient for you, or you require further information, please phone me on (02) 660.0865.

The outcome of my project will be a report which will be available to interested persons. Please let me know if you would like to be informed when the report is ready for distribution.

Thank you, in advance, for your cooperation. It is much appreciated.

Yours faithfully,

Mairéad Browne, Principal Lecturer in
Library and Information Science.

APPENDIX 5

Names of Individual Information Enterprises in Relation to Categories of Information Enterprises

A. Information Management Enterprises

1. Community-based Information Management Enterprises

Accommodation Information Centre
Coalition of Self-Help Organisations
Community Services Support Group
Coordination Centre for Community Activities
Development Association for Community Information Service
Nanda Community Resource Centre
West City Information Service

2. For-Profit Information Management Enterprises

Alpha Library Consultants
Angela Page Consultancy
Centre for Information Access
Delta Information Management Consultants
Information Associates
King Information Management Service
LIR Management Services
Patricia Hart Consultancy Services

B. Information Service Enterprises

1. Community Welfare Information Service Enterprises

Australian Association for People with Disabilities
Center for International Cooperation
Centre for Technical Aid to People with Disabilities
Consumers Public Interest Group
Earth Conservation Group
Environmental Information Referral Service
Environmental Resources Centre
Information and Health Centre
Information Service for People with Disabilities
International Human Rights Organisation
Mobile Information Service
Moreton Community Resource Centre
Resources and Support for Cancer Patients
Sunfield Neighbourhood Centre
The New South Wales Trust
Women's Resource Centre

2. Special Interest Information Services Enterprises

Genealogical Society
History Association
The Music Centre

3. Information Service Enterprises Designed to Promote the Interests of an Organisation or Group

American Information Service
Asian Information Centre
Australia Institute for Standardisation
Australian Geosciences Foundation
Australian Metals Organisation
Centre for Metals Information
City Chamber of Commerce
City Conference and Visitors Centre
City Futures Exchange
Craftworkers Information Service
Daily Press Information Centre
Energy Resources Information Centre
Forestglen Locator Service
Information Centre for International Cooperation
Information Centre for Migrants
Middle East Information Office
Research Institute for Australian Wine
Resource Centre for Energy Conservation
Stock Exchange Information Centre
The Management Institute
Trade Union Information Service

4. Information Services Based on Information Brokerages

a. Resource Providers

(i) Computer-based Resource Providers

Agentsinfo
Agri-info
Archives for Social Science Research
Australian Computer Group
Australian News Agency
Australian Videotex
DAS Information Service
FACTEX
Infosearch Retrieval Service
IRS Computer Services
J.L. Allen Group
Legal Information Service

(ii) Print-based Resource Providers

Media Information Service
Newspaper in the Classroom Project
Political Monitoring and Information Service
The American Company
The Information Centre

b. Factfinders

A.B. Nicholls
Allied Information Management Service
Fastfacts
Informationfinders
Infotech Information Services
Jones-Information Specialist
Resource Centre for Building Information
Smith and Harvey

APPENDIX 6

LISTS OF INFORMATION ORGANISATIONS

1. List of Information Enterprises on which the Study was Based

ACI COMPUTER SERVICES,
57 Anzac Parade,
Kensington N.S.W. 2033

AFTEL,
Computer Accounting Services,
73 Parramatta Road,
Camperdown N.S.W. 2050

AGE INFORMATION CENTRE: AGE EDUCATION UNIT,
G.P.O. Box 257C,
Melbourne VIC. 3001
250 Spencer Street,
Melbourne VIC. 3000

AGENTEL,
Computer Accounting Services,
73 Parramatta Road,
Camperdown N.S.W. 2050

AGRIDATA AUSTRALIA PTY. LTD.,
360 Winham Street,
Melbourne VIC> 3000

ALCUIN LIBRARY CONSULTANTS,
P.O. Box 122,
Keroringal,
Wagga Wagga N.S.W. 2650

AMALGAMATED METALS FOUNDRY & SHIPWRIGHTS UNION,
136 Chalmers Street,
Surry Hills N.S.W. 2010

AMNESTY INTERNATIONAL,
264 Pitt Street,
Sydney N.S.W. 2000

ASHOG: ASSOCIATION OF SELF HELP ORGANISATIONS & GROUPS,
39 Darghan Street,
Glebe N.S.W. 2037

AUSTRALIAN ASSOCIATED PRESS,
G.P.O. Box 3888,
Sydney N.S.W. 2001

AUSTRALIAN CONSUMERS ASSOCIATION,
57 Carrington Road,
Marrickville N.S.W. 2204

AUSTRALIAN COUNCIL FOR REHABILITATION OF DISABLED,
ACROD House,
33 Thesiger Court,
Deakin A.C.T. 2600

AUSTRALIAN INSTITUTE OF MANAGEMENT,
Information Service,
215 Pacific Highway,
North Sydney N.S.W. 2060

AUSTRALIAN LEAD DEVELOPMENT ASSOCIATION: AUSTRALIAN ZINC DEVELOPMENT ASSOCIATION,
95 Collins Street,
Melbourne VIC. 3000

AUSTRALIAN MINERAL FOUNDATION,
P.O. Box 97,
Glenside S.A. 5065

AUSTRALIAN MUSIC CENTRE,
P.O. Box N9,
Grosvenor Street,
Sydney N.S.W. 2001

AUSTRALIAN WINE RESEARCH INSTITUTE,
Private Mail Bag,
Glen Osmond S.A. 5064

BURROWS, S.K.,
P.O. Box 5,
Mount Waverley VIC. 3149

CANCER INFORMATION & SUPPORT SOCIETY,
14 Herberton Avenue,
Hunters Hill N.S.W. 2110

CLIRS: COMPUTER LEGAL INFORMATION RETRIEVAL SYSTEM,
18 Martin Place,
Sydney N.S.W. 2000

COMMUNITY ACTIVITIES CENTRE NETWORK,
66 Albion Street,
Surry Hills N.S.W. 2010

COMMUNITY HEALTH AND INFORMATION PLACE,
Northgate Shopping Centre,
Hornsby N.S.W. 2077

COMMUNITY INFORMATION DEVELOPMENT ASSOCIATION (CIDA),
104 Bathurst Street,
Sydney N.S.W. 2000
P.O. Box A109,
Sydney South N.S.W. 2001

COMMUNITY RESOURCE CENTRE LTD.,
11-13 Hartell-Law Avenue,
Bardwell Park N.S.W. 2007

COMPUTER SCIENCES OF AUSTRALIA,
460 Pacific Highway,
St. Leonards N.S.W. 2065

CONSERVATION CENTRE,
120 Wakefield Street,
Adelaide S.A. 5000

COPPER DEVELOPMENT ASSOCIATION OF AUSTRALIA,
19th Floor, 323 Castlereagh Street,
Sydney N.S.W. 2000

CRAFT RESOURCE CENTRE,
Crafts Council of Australia,
100 George Street,
The Rocks,
Sydney N.S.W. 2000

DATATECH INFORMATION SERVICES,
10 William Street,
Perth W.A. 6000

DISABLED PERSONS RESOURCE CENTRE,
Disabled People International,
397 Lyons Road,
Five Dock N.S.W. 2046

DUN & BRADSTREET (AUST.) PTY. LTD.,
13 Wentworth Avenue,
Sydney N.S.W. 2000

ENERGY INFORMATION CENTRE,
139 Flinders Street,
Melbourne VIC. 3000
P.O. Box 27,
Collingwood VIC. 3066

FIND IT IN FYSHWICK SERVICE,
92 Barrier Street,
Fyshwick A.C.T. 2609

FRIENDS OF THE EARTH,
787 George Street,
Sydney N.S.W. 2000

HARKER'S INFORMATION RETRIEVAL SYSTEMS,
74 Glebe Point Road,
Glebe N.S.W. 2037

HERALD IN THE CLASSROOM,
235 Jones Street,
Ultimo N.S.W. 2007

HOUSING INFORMATION & REFERRAL SERVICE,
106 Goulburn Street,
Sydney N.S.W. 2000

IDEAS CENTRE FREEDOM FROM HUNGER CAMPAIGN ,
69 Clarence Street,
Sydney N.S.W. 2000

INFO-LINE,
John Fairfax and Sons Ltd.,
235 Jones Street,
Ultimo N.S.W. 2007

INFOQUEST,
Myer Communications,
123 Lonsdale Street,
Melbourne VIC. 3000

INFO VAN, THE,
274 Darling Street,
Balmain N.S.W. 2041

INFORMA: LIBRARY INFORMATION, RECORDS MANAGEMENT SERVICES & CONSULTANCY,
Rear 47 Powell Street,
Toondanna,
Perth W.A. 6060

INFORMATION ACCESS CENTRE (INFOS),
14 Ada Street,
Taringa QLD. 4068

INFORMATION AGENCY,
Stephen Wall,
15 Prospect Street,
Surry Hills N.S.W. 2010

INFOTERRA: AUSTRALIAN NATIONAL FOCAL POINT,
Department of Arts, Heritage & Environment,
P.O. Box 1252,
Canberra City A.C.T. 2601

INSEARCH DIALOG,
660 George Street,
Sydney N.S.W. 2000

JAPAN INFORMATION SERVICE,
Consulate General of Japan,
1st Floor, Citicorp House,
54/62 Carrington Street,
Sydney N.S.W. 2000

LOCAL COMMUNITY SERVICES ASSOCIATION,
66-78 Albion Street,
Surry Hills N.S.W. 2010

MARAYONG HOUSE NEIGHBOURHOOD CENTRE,
6 Tattersall Road,
Marayong N.S.W. 2148

MELTON COMMUNITY RESOURCE CENTRE,
239 Station Road,
Melton VIC. 3337

MIGRANT INFORMATION SERVICE,
Cnr. George and Market Streets,
Sydney N.S.W. 2000

NATIONAL TRUST OF AUSTRALIA (N.S.W.),
National Trust Centre,
Observatory Hill,
Sydney N.S.W. 2000

PALESTINE INFORMATION OFFICE,
109 Drummond Street,
Carlton VIC. 3053
P.O. Box 97,
Carlton VIC. 3053

POLITICAL REFERENCE SERVICE GROUP,
67 Castlereagh Street,
Sydney N.S.W. 2000

PRESCOTT, MRS. DOROTHY,
Consultant,
44 Lucas Street,
East Brighton VIC. 3187

ROYAL AUSTRALIAN HISTORICAL SOCIETY,
History House,
133 Macquarie Street,
Sydney N.S.W. 2000

S.A. MEDIA SERVICES,
191 Victoria Road,
Gladesville N.S.W. 2111
P.O. Box 258,
Gladesville N.S.W. 2111

SANDERS MANAGEMENT SERVICES,
P.O. Box 184,
Narrabeen N.S.W. 2101

S.D.C. SYSTEM DEVELOPMENT CORPORATION,
30 Alfred Street,
Milsons Point N.S.W. 2061

SHARP, I.P.,
55 Elizabeth Street,
Sydney N.S.W. 2000

SOCIAL SCIENCE DATA ARCHIVE,
G.P.O. Box 4,
Canberra A.C.T. 2601

SOCIETY OF AUSTRALIAN GENEALOGISTS,
Richmond Villa,
120 Kent Street,
Sydney N.S.W. 2000

SOMMER, ANNE MS.,
2 Melbourne Road,
Lindfield N.S.W. 2070

STANDARDS ASSOCIATION OF AUSTRALIA,
P.O. Box 458,
North Sydney N.S.W. 2060

STATE CHAMBER OF COMMERCE,
93 York Street,
Sydney N.S.W. 2000

SYDNEY BUILDING INFORMATION CENTRE,
517 Elizabeth Street,
Sydney N.S.W. 2000

SYDNEY CONVENTION & VISITORS BUREAU,
100 Market Street,
Sydney N.S.W. 2000

SYDNEY FUTURES EXCHANGE LTD.,
13-15 O'Connell Street,
Sydney N.S.W. 2000

SYDNEY STOCK EXCHANGE,
Floor 20, 20 Bond Street,
Sydney N.S.W. 2000

SYSTEMATICS PTY. LTD.,
Management Consultants,
4 Help Street,
Chatswood N.S.W. 2067

TECHNICAL AID TO THE DISABLED,
227 Morrison Road,
Ryde N.S.W. 2112

TRANS KNOWLEDGE ASSOCIATES PTY. LTD.,
150 Queen Street,
Melbourne VIC. 3000

TRIAD INFORMATION MANAGEMENT,
30 Glen Street,
Milson's Point N.S.W. 2061

UNITED NATIONS INFORMATION CENTRE,
44 Market Street,
Sydney N.S.W. 2000
G.P.O. Box 4045,
Sydney N.S.W. 2001

UNITED STATES INFORMATION SERVICE,
16 National Circuit,
Barton A.C.T. 2600

URANIUM INFORMATION CENTRE LTD.,
G.P.O. Box 1649,
Melbourne VIC. 3001

VIATEL,
199 William Street,
Melbourne VIC. 3000

WESTERN SYDNEY REGIONAL INFORMATION AND RESEARCH,
Station 13, Flushcombe Road,
Blacktown N.S.W. 2148

WOMENS' INFORMATION SWITCHBOARD,
122 Kintore Avenue,
Adelaide S.A. 5000

YANKEE GROUP, THE,
P.O. Box 191,
Edgecliff N.S.W. 2027

2. List of Information Organisations and Individuals Who Supplied Information But Were Not Included in the Study

A number of information organisations and individual consultants supplied information on request to the researcher but were not included in the study either because they did not meet the criteria established for the type of enterprise selected for attention in the report or the information was received too late for inclusion.

AEROSOL INFORMATION SERVICE,
60/62 York Street,
Sydney N.S.W. 2000

AUSTRALIAN DATABASE DEVELOPMENT ASSOCIATION,
P.O. Box 53,
Hawthorn VIC . 3122

AUSTRALIAN FINANCE CONFERENCE,
G.P.O. Box 1595,
Sydney N.S.W. 2001

AUSTRALIAN WINE & BRANDY CORPORATION,
55 Hindmarsh Square,
Adelaide S.A. 5000

BRIDGE DATA CO.,
14th Floor, 56 Pitt Street,
Sydney N.S.W. 2000

CENTRE FOR PROFESSIONAL DEVELOPMENT,
190 Albert Road,
South Melbourne VIC. 3205

CHRISTIE, MARGARET,
5 Caloul Avenue,
Oakleigh VIC. 3116

CLANN LIBRARY NETWORK,
343 Riley Street,
Surry Hills N.S.W. 2010

CSR INFORMATION SERVICES,
G.P.O. Box 483,
Sydney N.S.W. 2001

DE BEERS DIAMOND INFORMATION CENTRE,
132 Elizabeth Street,
Sydney N.S.W. 2000

DIANETIC INFORMATION CENTRE,
44 Russell Street,
Melbourne VIC. 3000

DUN & BRADSTREET (AUST.) PTY. LTD.,
24 Albert Road,
South Melbourne VIC. 3205

DUNKLE, MARGARET,
34 Per Road,
Iverloch VIC. 3996

EMPLOYERS FEDERATION OF N.S.W.,
313 Sussex Street,
Sydney N.S.W. 2000

ENVIROSCOPE,
20 Hibiscus Street,
Everton Hills QLD. 4053

FAMILY EDUCATION UNIT,
P.O. Box 229,
Ryde N.S.W. 2112

INFORMATION ACCESS CENTRE,
Todd Street,
Alice Springs N.T. 5750

LLOYD, VAL,
Unit 3, 403 Barkly Street,
Buninyong,
Via Ballarat VIC. 3357

MARGARINE INFORMATION SERVICE,
Level 30, 20 Bond Street,
Sydney N.S.W. 2000

MAURI FOODS DIVISION,
Burns Philp Group of Companies,
67-71 Epping Road,
North Ryde N.S.W. 2113

MEAT & ALLIED TRADES FEDERATION OF AUSTRALIA (N.S.W.) DIVISION,
210 George Street,
Sydney N.S.W. 2000

MEDIA INFORMATION AUSTRALIA,
131 Lyonpark Road,
North Ryde N.S.W. 2113

METAL TRADES INDUSTRY ASSOCIATION OF AUSTRALIA,
MTIA House,
105 Walker Street,
North Sydney N.S.W. 2060

MIDDLETON, MICHAEL ROBERT,
Unisearch Ltd.,
P.O. Box 1,
Kensington N.S.W. 2033

PEOPLE FOR NUCLEAR DISARMAMENT (N.S.W.),
P.O. Box A243,
Sydney South N.S.W. 2000

RESTARICK, MS. J.,
54 Snowdon Avenue,
Caulfield VIC. 3162

SUSAN GRENFELL SERVICE,
State Bank of South Australia,
Mezzanine Level, 55 Grenfell Street,
Adelaide S.A. 5000

TECHNICAL INDEXES (AUSTRALIA) PTY. LTD.,
4 Kembla Street,
Cheltenham VIC. 3192

UNILEVER AUSTRALIA,
Technical Information Manager,
P.O. Box 9,
Balmain N.S.W. 2041

WINE & BRANDY PRODUCERS' ASSOCIATION OF SOUTH AUSTRALIA,
47 Greenhill Road,
Wayville S.A. 5034